



2022 DRI and NY Forward Application **Village of Perry**



REDC REGION Finger Lakes • **MUNICIPALITY NAME** Village of Perry • **DOWNTOWN NAME** Downtown Perry • **COUNTY NAME** Wyoming County
APPLICATION CONTACTS Rick Hauser, *Mayor*, rhauser@villageofperry.com • Samantha Pierce, *Village Administrator*, spierce@villageofperry.com



**Downtown
Revitalization
Initiative**



NY Forward

a letter from the mayor



Mayor
Rick Hauser

Dear Selection Committee,

PICK PERRY. I did, when I married a 4th generation dairy farmer. Instead of moving into the old farmhouse, in 1996 we chose the nearby village of Perry. We chose it for its potential, its character, its access to recreation, its walkability.

Potential is the key word. The first five years after my arrival capped a decades-long slide for Main Street.

We understood that the prerogative and obligation of small town living is involvement. I got involved within 90 days of arriving. We formed a Task Force to save the abandoned Elementary School, a 100,000 sf landmark a block from Main Street. We put together a plan, built community support, issued an RFP and solicited developers. Eventually, a local buyer completed a first phase of investment to create 24 market-rate apartments on the second floor. I think that first lesson taught me something about Perry: we could do this!

I am a Downtowns architect, and Perry is not just our home but our living laboratory for revitalization. I located my firm downtown, too, in the first building that we bought and rehabbed in 2005. We have taken this passion for revitalization and a growing set of skills to other villages and small cities—what I call NY's 583 Little Apples. In turn, I've brought back what I learn to Perry and shared with a tireless and enthusiastic team of can-do people, and we've been making things happen!

- We wrote a new strategic plan and rewrote our zoning.
- We launched game-changing annual events.

- We put together successful grants and national register nominations for downtown.
- We launched Perry Main Street Association in 2005—to be a voice for Downtown.
- We invented Main Street LLC to solve the problem of those big, vacant buildings.
- We planned—then executed—improvements to Main Street, Beach, Park, Trail and Village Hall.
- We launched a regional economic development strategy, Letchworth Gateway Villages (LGV).
- With support from Wyoming County and LGV, we've been successful in recruiting and supporting businesses consistent with our vision. We added over a hundred new housing units in the past decade and turned around a decades-long population decline.

Why does this all matter to you? Perry is the epitome of grassroots revitalization. Our Private sector, our Public sector and our People sector are all strong and moving in the same direction. A stool without three strong legs will collapse under its load. Well, in Perry, that stool *has* three strong legs to support your investment. We have PMSA, Main Street LLC, LGV, hundreds of stakeholders, young entrepreneurs, an established arts reputation, regional thinking to pair with our neighboring #1 State Park, and savvy municipal leadership.

And, we have been learning with each DRI round. We know what we need to take our revitalization from fragile to agile. We have more focus, projects that have been vetted and developers with a track record, as you will see. The County Planning Office is fully on-board and prepared to assist our capable local team.

Help us complete our recreational spine—the Silver Lake Trail, which has seen \$2.4 million invested in the past 3 years. Help us complete our arts venues—the renovation of our historic 2nd floor Assembly Hall with its \$600,000 Phase I just wrapping up. Help our experienced developers complete transformational projects aimed at our greatest needs: housing, dining, and guest accommodations.

They are ready. And so is Perry.

Rick Hauser, Mayor

PERRY BY THE NUMBERS

**OVER
\$50 MILLION**

Invested + 30 Grants
Managed In 10 Years

32

Downtown Buildings
Rehabbed + 36 Net New
Downtown Businesses

105

New Downtown Workers

30

New Upper Floor
Apartments + 72 New Units
In Former Mill And School
+ 14 Newly Rehabbed
Homes Through Affordable
Housing Program.

204

Properties Brought Into
Compliance + 27%
Increase In Assessed
Valuation + #1 In Wyco
Building Permits Issued.

11

New, Top-Notch Regional
Events In 15 Years.

300

Artisan Vendors. This Fall,
We're Hosting The
ACWC Letchworth Arts And
Crafts Show, A Nationally
Recognized Event.

geographic area and justification

Our proposed revitalization area is centered around the Downtown Perry National Register Historic District, the Village's compact, walkable heart that hosts the majority of our civic buildings, events and activity.

The area boundary extends west toward Silver Lake and northeast toward Letchworth State Park along the Silver Lake Outlet, our natural artery. The proposed area is just 226 acres.

The Silver Lake Outlet connects our two natural resource anchors, crossing Main Street inside the historic district. Silver Lake lies within the village, less than a mile from Main Street, and the Perry Entrance to Letchworth State Park is 3 miles from Main Street.

The Village has the highest population density in Wyoming County (1500 per sq. mi.) and the majority of residents live within a ten minute walk of the historic district.

Diversifying and improving housing options is critical to moving our revitalization

work to the next level. Accordingly, sections of neighborhoods that contain catalytic housing project opportunities close to downtown are included within the boundary.

Perry is thirty minutes south (23 miles) of Batavia (Route 90), midway between Rochester and Buffalo, close to the eastern border of Wyoming County, and is accessible from NYS routes 39 & 246 and I-390.

PREPARATION

Over the last 15 years, a large, dedicated group of volunteers, developers, entrepreneurs and leadership at Village Hall have been laser-focused on revitalization.

Downtown Perry has seen a gain of 36 independent businesses during that time—including book-

stores, craft food and beverage, outdoor stores, fitness, a reptile zoo and the arts. We've seen millions invested in historic downtown buildings too (32 properties have been renovated over 14 years). The establishment of 11 signature events, creation of hundreds of new jobs village-wide, and a renewed sense of community pride are all evidence of our readiness and capacity.

Consistent media coverage highlighting Perry's growing reputation helps tell the story of our emergence as a regional destination with emphasis on small business, recreation and the arts. Edible WNY just gave us a shout out for our "curiously hip, revitalized Main Street" in rural Wyoming County. Other recent features include the Democrat & Chronicle, 585 Magazine, and WXXI's Connections.

INNOVATION CAPACITY

Some of this regional attention comes from Perry's grassroots revitalization approach, developing new strategies to solve stubborn, intractable problems.



geographic area and justification

Main Street LLC.

One such challenge has been tackling big, chronically-vacant, disinvested buildings. Our solution in 2007 was to invent a new model of public-private-people partnership. We called it “Main Street LLC”, a broad-based, community-wide, “put-your-money-where-your-house-is” investment model that has since been adopted across New York. In Perry, it has helped rehabilitate over 42,000 sq. ft. of mixed-use space.

Perry Main Street Association.

We launched Perry Main Street Association (PMSA) in 2006, and this advocacy coalition, with its “Vision 2020” objectives and clear leadership structure, has been a model to villages across New York State, while keeping attention focused on the many initiatives needed to create a resilient, vital Main Street.

Letchworth Gateway Villages.

A third model for rural regional innovation is the Letchworth Gateway Villages Initiative (LGV). In 2016, Perry recruited two neighboring

communities to establish LGV—a municipal collaboration seeking to power growth through collaboration. In 2019, LGV's application to the USDA's Rural Economic Development Innovation Initiative was selected as one of 47 nationwide to receive planning technical assistance.

LGV's and PMSA's work - plus Main Street LLC and other developers' big bets on downtown - along with Perry's dynamic business community have primed Perry to serve as a hospitality hub for a large and growing category of recreational visitors to the Genesee Valley. Projects put forward in this application take advantage of this momentum, overcoming limitations imposed by low inventory of housing and overnight accommodations, providing improved arts and performance spaces inside and out, and extending recreational opportunities.

Your investment would catalyze this cluster of projects, supporting a virtuous cycle of economic benefits by increasing quality of life for locals as well as visitors, attractiveness for businesses



The NYSDOT Transportation Enhancements program awarded the village grant funding for streetscape improvements including lighting, traffic-calming islands, and sidewalk enhancements.

PERRY'S DRI ALIGNMENT WITH REGIONAL STRATEGIES



DRIVE PRIVATE INVESTMENT

\$50 million Invested
last ten years



GROW JOBS

60+ current Job Openings



REDUCE POVERTY

48 New Workforce
Housing Units



ECONOMIC JUSTICE

14 New Women Owned Businesses
in 4 years

geographic area and justification

and employees, and diversifying the available housing mix.

As a matter of fact, our recently completed 2022 Economic Resiliency and Recovery Plan highlights housing availability as our key to resilience. So it won't be a surprise that our transformational projects include a variety of new housing units, 90 in all.

PLACEMAKING

Within the proposed boundary, we currently host: Butter Meat Co, a nationally-featured (WSJ, Bloomberg, Food & Wine) market whose offerings lead with local organic dairy beef; For the Love of Flour, an artisan cupcake-and-more bakery, and Ration Wine Bar, an FLX-vintner-forward destination serving drinks, charcuterie and brunch.

These three businesses, owned and operated by young female entrepreneurs, are located in one recently renewed block.

Just across the street is Silver Lake Brewing Project, a microbrewery established using the Main Street LLC concept, with over 40 investors.

East Hill Creamery—a \$5m facility producing Alpine-style cheeses, including the only comte cheese made in the US, with milk from the family's grass-fed cows—is just outside the proposed boundary on South Main. All these businesses have opened in the past five years.

Bolstering that momentum, our application includes a new restaurant in the 3-story JW

Olin Block. That property's new owner is a well-known chef with three restaurants in Washington, DC, who spends summers at Silver Lake and wants to contribute to downtown Perry's revitalization.

Perry is a regionally-recognized rural arts location. In addition to the top-30-nationally Letchworth Arts and Crafts Show (now hosted in the village and drawing 50,000+) and the New York State Puppet Festival (3,000+), Perry's robust event calendar includes a professional theater company (Shake on the Lake (1,000+), a professional ballet company (Genesee Dance Theatre), plus regular programming at the Arts Council for Wyoming County's main gallery, and Theatre@37. Other signature arts events include

the Chalk Art Festival (6,000+), Last Night Perry (1,000+), and the arts series at Perry Farmers' Market (400-600 weekly). The boundary area actually contains three dedicated art galleries.

This application includes projects that would add another art gallery on S Main Street, and phase 2 of Village Hall renovations to restore and activate a historic 3,000 sq. ft., 2nd floor Assembly Hall for performances, senior and youth programming and community meetings.

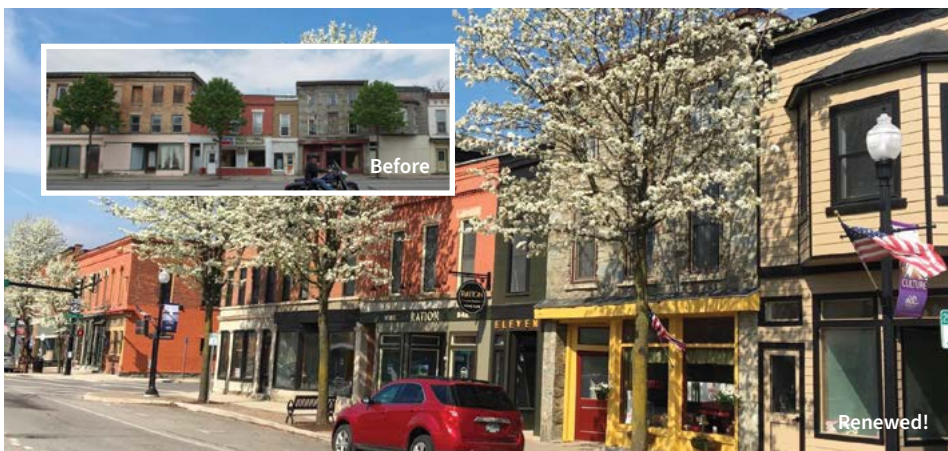
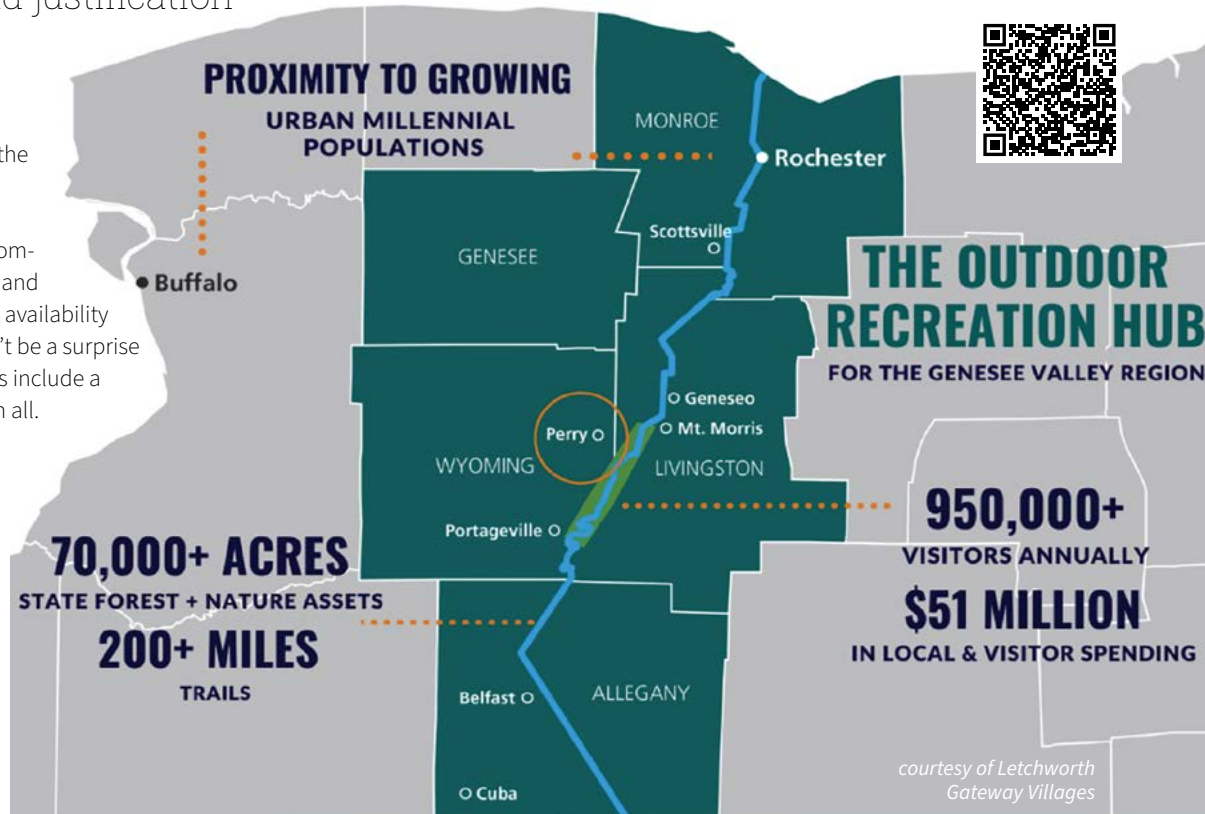
OPPORTUNITY

Outdoor Recreation + Remote Work = Rural Revitalization

LGVs work has spotlighted important trends. Visitation to public lands is at an all-time high(1) and changes in adoption of communication technologies are allowing people to live and work where they wish.

As can be seen from the experience of rural communities adjacent to public lands in the West (Yosemite, Yellowstone, etc.), this dynamic is driving population growth in these areas and nurturing new economies.(2)

In New York State, consumer spending on outdoor recreation ranks 4th out of 50 states.(3) Statewide, outdoor recreation is estimated to be a \$33.8 billion industry.(4) GDP for the outdoor recreation economy grew by 3.9 percent in 2017,



geographic area and justification

faster than the 2.4 percent growth of the overall U.S. economy.

Perry is paying attention to and capitalizing on these trends.

In partnership with New York State—and consistent with our 2017 UPWP-funded Trail master plan—we invested \$1 million to transform a long-neglected asset: the village beach on Silver Lake (completed 2021). That recreation destination is now linked to downtown Perry via the Silver Lake Trail (completed 2022). A downtown footbridge and boardwalk, funded with Ralph C Wilson Foundation, local and ARPA funding, will continue the trail along the creek through a wooded slope to Borden Avenue (2023).

This application proposes funding to support the next phase of implementation—a transformational segment that extends the trail through residential neighborhoods to the eastern edge of the village, and thus it would be

poised to continue on to Letchworth State Park. It will not only serve visitors but also residents who will benefit from the multi-modal options that will link them to downtown and Silver Lake.

As you can see, funding Perry's next wave of investment will catalyze a slate of projects that build on our core strengths and support our established revitalization and resiliency strategies. That capacity is essential to attracting and supporting new businesses, employees, artists, residents, and visitors.

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- (1) National Parks Conservation Association, "National Parks Witnessed Record-breaking Visitation in 2016," Feb 2017.
 - (2) National Parks Conservation Association (May 2006), Gateways to Yellowstone: Protecting the Wild Heart of our Region's Thriving Economy.
 - (3) Outdoor Industry Association Annual Report, 2017.
 - (4) New York Parks 2020, Renewing the Stewardship of our State Park System. NYS Parks, Recreation and Historic Preservation.



VISION

Our “curiously hip”, revitalized downtown is a rural gem at the center of a village that prioritizes quality of life.

People pick Perry because of its diverse housing and employment, small businesses, dining and arts offerings, and unique accommodations.

A rich trail experience links downtown's cultural, commercial, and culinary offerings with nearby Letchworth State Park and Silver Lake, making the village a coveted first-choice hospitality hub.

past investment, future potential

Over the last 15 years, we have aggressively pursued revitalization investment in our approach to economic and community development. Together, public and private entities have invested close to \$50 million into the community, with an emphasis on downtown investments.

PUBLIC INVESTMENT:

\$20 Million In 15 Years

We have leveraged grant funds from the Regional Economic Development Council (REDC) Consolidated Funding Application (CFA) programs, which have made a significant impact on downtown. Highlights include:

New York Main Street Program We were funded in 2008, 2015 and 2019 for a building improvement program in the historic downtown core. The program assisted 16 building owners with a total investment of more than \$1.8 million to improve the interior and exterior of downtown buildings.

Transportation Enhancements Program (TEP) and Transportation Alternatives Program (TAP) Grant projects totaling \$2.75 million. TEP provided traffic calming and streetscape improvements on Main Street, which completely changed the appearance of the corridor and made it more pedestrian friendly. TAP funds for Silver Lake Trail improvements linked the trail to Main Street.

Restore NY Greg O'Connell, a major downtown investor in the Finger Lakes region—took advantage of a \$500,000 Restore NY grant to invest \$700,000 of his own funds to rehabilitate four historic buildings downtown.

PUBLIC INVESTMENT

NY Main Street Program (5 buildings)	\$ 1,200,000
CDBG Storm Drainage Improvements	\$ 600,000
CDBG Capital Improvement Plan	\$ 50,000
Festival Plaza Improvements (Ag & Markets/NY Main)	\$ 140,000
CDBG Storm Drainage Improvements	\$ 600,000
TEP Downtown Streetscape Improvements	\$1,500,000
CDBG Housing Rehabilitation Program (13 homes)	\$ 400,000
NY Main Street Program (11 buildings)	\$ 615,000
CDBG Storm Drainage Improvements	\$ 600,000
Restore NY O'Connell Buildings (4 buildings)	\$ 1,200,000
TAP Silver Lake Outlet Trail	\$ 1,250,000
EPF Perry Beach Improvements	\$ 700,000
Wastewater Treatment Plant Upgrades - EFC	\$ 12,000,000

PRIVATE INVESTMENT:

\$30 Million in 15 Years

Private investors have complemented public investments in the village with a variety of mixed-use, commercial, and industrial projects. Some highlights include:

Perry, New York, LLC: \$1.8 million invested in multiple buildings by a group of community investors made up of residents and businesses who own several buildings in downtown Perry.

Creative Foods and East Hill Creamery: More than \$11 million invested in two food-manufacturing businesses. East Hill invested over \$5 million in their artisan cheese production business, which started with 100 acres and 18 cows and now totals 1,000 acres, and 700 cows with a brand new manufacturing, warehouse and retail site in the village.

Creative Foods, an anchor employer, has expanded twice in the last decade with over a \$6 million investment in the village.

Silver Lake Brewing Project invested almost \$400,000 converting a former printing factory downtown to create a microbrewery using the Main Street LLC model which has become a regional craft beer destination, winning accolades from Rochester-based beer journalist Will Cleveland and more.

DePaul has invested more than \$10 million to create 48 affordable, handi-capped accessible units. Additional representative projects include:

PRIVATE INVESTMENT

Perry, NY LLC – Rufus Smith Bldg	\$ 850,000
Perry, NY LLC – Howell Bldg	\$ 475,000
In. Site Enterprise – Wise Bldg	\$ 500,000
ACO, Inc.*	\$ 300,000
Sedam's Tire	\$ 425,000
LVM Materials (A&A Metals site)	\$ 196,000
Perry Holdings Co., Inc.	\$ 911,040
East Hill Creamery	\$ 5,076,000
Creative Foods, Inc.*	\$ 2,200,000
Silver Lake Brewing Project	\$ 393,000
73 Main Street, LLC	\$ 660,000
Silverlaken	\$ 492,000
Knitting Mill Apartments	\$ 12,000,000
Creative Foods, Inc.*	\$ 4,000,000

* Anchor Employer Expansions

past investment, future potential

EXPANSION OF COMMUNITY SERVICES

A **Headstart** program has relocated to Perry, and is located within 0.5 miles of the boundary of the proposed area.

Through the Perry Central School District, an array of Community Services have been expanded: **Universal pre-kindergarten** has been expanded from two (2) half-day sections to three (3) full day sections and the District is providing transportation for universal pre-kindergarten students.

In addition, the District has added five self-contained special education classrooms (K-12). This allows students who historically would have attended specialized programs in out-of-district settings to be educated in PCS facilities.

The District has also added a full-time physical therapist, occupational



Village of Perry Park

therapist, full-time occupational therapy assistant, behavioral health specialist and expanded speech-language department. A Practical Assessment Exploration System Lab has also been added to the District's facilities to enhance instruction, and transition planning for students with disabilities.

Wyoming County Community Action has introduced a new Rental Assistance Program that offers landlord incentives for improvements to rental units and rent subsidy for a period of time for those who are paying over 30% of income on rent.



Creative Foods recently completed a 35,000 sq. ft. expansion

recent and impending job growth

Over the last ten years, fourteen projects in or near the proposed area have created and retained 448 jobs. Our employers need workforce housing, and quality of life amenities to support recruitment and retention.

As a result of investments in private businesses like those in Perry, economic indicators in Wyoming County continue to improve. Since 2009, the unemployment rate in the county has dropped from 9.5% to the 2nd lowest level in NYS, 2.7% (June 2022).

New and recently created jobs will leverage the housing and capacity additions that are part of our proposed slate of projects.

CREATIVE FOODS

Can you smell the cookies baking? In the 1950s, the family-owned bakery known as Lew-Mark Baking Company began operations in Perry. It once produced 20% of all Archway cookies in the United States. Today, its successor company has expanded operations in Perry further, twice in the last decade, employing more than 200 people within a five minute walk of the proposed area and has diversified to include multiple cookie lines, cookie crumbles and other baked goods.

Creative Foods' recent 35,000 sq. ft. expansion, aided by a NY ReCharge Power allocation of \$4 million, helped create 22 new positions, while Wyoming County IDA funding helped create another 30. Many of the newer jobs are professional and administrative jobs added to support the company's expansion.

PIONEER CREDIT RECOVERY (A NAVIENT COMPANY)

is headquartered in the Village of Perry, and

employs more than 600 employees within a comfortable walk (about ten minutes) of downtown. It is the largest private employer in Wyoming County and one of the largest in WNY. Downtown investments will support job growth for Pioneer.

JN WHITE

is an innovative printing company with customers around the world known for its specialized manufacturing capabilities. A member of the 2022 Greater Rochester Chamber Top 100, JN White employs close to 100 employees at its headquarters on North Center Street less than a mile from the proposed area. Downtown investments will support job growth by adding housing options and amenities that will improve quality of life and support recruitment efforts to bring new employees onboard.

SILVER LAKE BREWING PROJECT

invested approximately \$400,000 renewing and converting an underutilized building with a storied history into a successful microbrewery now brewing some of the best-reviewed craft beers in the Rochester and Buffalo regions. The brewery was opened in 2017 by three young entrepreneurs who are passionate about quality beer as well as rural revitalization, and downtown Perry. SLBP has created five jobs in addition to the roles filled by the three managing members (brewer, sales & marketing, and operations)

of this 40+ Main Street LLC model business with about forty community investors behind it. This business is actively pursuing expansion of food options.

EAST HILL CREAMERY

The plant produces multiple types of grass-fed artisan cheese (one of which won a blue ribbon at the New York State Fair) and stores more than 1,500 cheese wheels at its new facility. East Hill Creamery invested more than \$5 million and created seven jobs at their headquarters in the Village of Perry. In addition to production, retail and office space this facility includes event space. New investments in the downtown area



East Hill Creamery

are expected to support job growth for East Hill by increasing demand for their product offerings and utilization of their event space.

ONCE AGAIN NUT BUTTER,

a regional Finger Lakes employer, has a presence in village, where it has located a warehouse (Perry Commerce Center) within the last 10 years. Downtown investments will increase attractiveness for expansion into available existing space, or new space. Perry Commerce Center is exploring renewable energy opportunities.

MORTON SALT

Morton Salt is one of Wyoming County's oldest businesses located just south of Silver Lake and 15 minutes from the proposed boundary. Brine salt is extracted to produce salt for agricultural use, water softening, road and table salt. Morton employs approximately 150 people and is currently planning a \$6.25 million warehouse for this location.



Silver Lake Brewing Project

quality of life



We have made quality of life a priority, pursuing a broad set of related projects and policies. The breadth of quality of life benefits offered in the village distinguish Perry from other communities. Highlights include:

HISTORIC DOWNTOWN

Our DRI/NYF area is centered around the National Register Historic District. The district contains 41 contributing buildings including our Village Hall building. New York Main Street and Restore NY funding have helped rehabilitate 19 buildings.

CREATING AND CONNECTING

Our revitalization strategies focus on connecting natural assets, and layering amenities and outdoor recreation opportunities that may be enjoyed by people of all ages and abilities.

ARTS & CULTURAL EVENTS

The excellence of Perry's slate of events is a source of pride for the community. Most happen downtown, within the proposed area.

Here's a sampling:

Celebrating 10+ years in Perry:

Chalk Art Festival & Taste of Summer Annual regional draw for visitors, and participating professional artists and creative adults and children

Pieces of Perry En Plein Air

Fall event, invites artists to create paintings or other depictions of 'pieces of Perry' along a designated part of the Silver Lake Trail

Shake on the Lake

is a professional theatre company started in 2011 and based in Perry that specializes in performances to underserved rural communities. Shake on the Lake hosts a full year of perfor-

mances and programming including summer Shakespeare tour, winter performances, and educational programming for K-12 schools and correctional facilities. Starting on the Perry Public Beach with four shows in the summer, this professional theater company has performed in ten counties in Western New York, and has won several NYSCA grants.

Tour de Perry

is a series of short, medium and longer bike rides held in July annually to benefit the ARC of Wyoming and Livingston counties.

More recent additions to the lineup include:

The New York State Puppet Festival

held across two weeks, featuring performers from across the world and bringing more than 3,000 audience members to downtown Perry.

The Arts Council for Wyoming County brought the award-winning *Letchworth Arts & Crafts Show* from Letchworth State Park to Perry in 2021, and the show will return for its second run in the village in 2022.

FOOD ACCESS, FARMERS' MARKET & ACCESSIBLE FESTIVAL PLAZA

Healthy food is available in downtown Perry. Every Saturday from 8:30 a.m. to 12:30 p.m., there is a Farmers' Market with 15-20 vendors (June -September). Between 400-600 people shop weekly for locally grown fruits, vegetables, baked goods and specialty products. When the market is not open, the space hosts community events and musical performances. Butter Meat Co. is an EBT/SNAP retail location that features certified organic beef, dairy and an assortment of other grocery items. The Community Closet is a Foodlink Food Pantry that serves the most vulnerable in the community. Perry Marketplace Grocery is located just outside the proposed area and is accessible by sidewalk, bus and car.

UNEQUALED WORLD-CLASS NATURAL AND RECREATIONAL RESOURCES

Perry residents, and more than 800,000 annual visitors to the area, benefit from 70,000 acres of natural beauty and recreational resources that envelop the village. With all of the incredible natural and recreational resources provided by the parks and scenic farmlands that surround



Perry Chalk Art Festival,
2nd Saturday in July

downtown, Perry feels like a village in a park, and our DRI/NYF area is at the center.

From downtown in one direction, is the Perry entrance to Letchworth State Park—the most direct way to reach the camping headquarters at Letchworth. In the other direction, at the south end of Silver Lake is Silver Lake State Park.

Both parks provide opportunities for hiking, kayaking, boating, swimming, and passive

recreation. To connect the two parks, the village has obtained and implemented multiple grants to extend the Silver Lake Trail. A proposed award would help to continue the trails extension and support our investments in weaving accessible recreation opportunities through downtown Perry as part of the trail.

PEDESTRIAN AND BIKE AMENITIES

Perry prioritizes and actively works to promote walkability and bikeability.

Sidewalk Audits & Sidewalk Express:

A 2013 sidewalk audit found that 60% of village sidewalks were rated 4 or 5. A sidewalk express program was promoted to aid with maintenance. A repeat 2019 audit found 80% of sidewalks were rated 4 or 5.

Main Street Improvements:

A 2016 TEP funded project installed traffic-calming, pedestrian-friendly streetscape improvements including landscaped center islands, corner bump outs, new sidewalks, and LED lighting in the proposed DRI/NYF area.

Silver Lake Trail:

In 2022, Silver Lake Trail Phase 2 construction will be completed, helping to reconnect the proposed DRI/NYF area to the SLT through multi-modal trail improvements thanks to a Transportation Alternatives Program (TAP) project.

Center Street Multi-Modal Study:

A UPWP-funded master plan process to improve multi-modal options, pedestrian traffic safety, and gateway enhancements along Perry's other Main Street, Center Street (Rt. 246) is now underway.



Taste of Summer,
Main Street

supportive local policies

Our work to redevelop the downtown core has included policy work to protect historic properties, restore population, clean up brownfield properties and plan for future resiliency.

COMPLETE STREETS PROGRAM

In development.

The program seeks to promote village streets that accommodate all users, and groups of users (pedestrians, bicyclists, motorists, elderly persons, persons with disabilities, and children).

2022 DOWNTOWN ECONOMIC RESILIENCY AND RECOVERY PLAN

Along with the Perry Main Street Association, the village has completed a Economic Resiliency and Recovery Plan to strengthen the long-term resiliency of the downtown business district. The intent of the plan is to provide an economic development strategy for the Village, downtown property owners, and businesses that supports business continuity and revitalization despite changing market and economic conditions, and emergencies.

SUSTAINABILITY MEASURES

Long-term flood control strategies to mitigate climate change impact are underway. Several CDBG grants address storm sewer upgrades.

2017 ZONING CODE UPDATE

Codified policies protecting neighborhoods, promoting mixed-use downtown development, to enhance alternative transportation and prohibit inappropriate development.



Our Tree Board



Tour de Perry, Mass Start

2015 COMPREHENSIVE PLAN

Our comprehensive plan seeks to protect and promote the downtown area, neighborhoods, businesses and quality of life. The plan uses four priorities as a decision making framework: infrastructure reinvestment, improvement of the Village's image, promotion, and protection through regulation of use and form.

DOWNTOWN DESIGN GUIDELINES

Established by Perry Main Street Association to support the PMSA Sign & Facade Grant Program; the Design Guidelines were also used for the three New York Main Street programs completed by the village.

TREE MASTER PLAN

A Tree Master Plan has been adopted. A Tree Board oversees an organized planting program. Perry has received 'Tree City USA' designation for the past 5 years.

2012 BROWNFIELD OPPORTUNITY AREA/ PLAN

Revitalization of underutilized, vacant and brownfield properties is a priority. The BOA pre-nomination plan includes a 100-acre area of 131 parcels. The BOA Boundary is within the proposed DRI/NYF area. Several underutilized parcels identified in the plan appear as projects in this application.



EV Charging Station, Festival Plaza

DECARBONIZATION AND CLEAN ENERGY MEASURES

We have established a Decarbonization and Clean Energy Committee. Highlights of related work include:

EV Charging: Two Level 2 charging stations installed in 2020; Exploring Level 3.

Electric Vehicles: Perry Police added their first in 2021; second planned for 2022.

Streetlight LED conversion/replacement program completed in 2021.

Perry is a NYSERDA-designated "Clean Energy Community". We are working with G/FLRPC to pursue climate smart community status in 2023.

Performance Contract. Village developing contract to convert Village Hall to heat pump for HVAC using savings improvements from across the village to fund it.

Adopted a benchmarking law and a Unified Solar Permit law.

A large Community Solar Project in the village is in the planning stage.

Village officials are receiving Energy Code training.

public support



Community Information Session

We began our community conversation about the DRI in 2019 in collaboration with our downtown advocacy group, the Perry Main Street Association (PMSA).

Established as a not-for-profit 501(c)3 in 2013, the group vigorously advocates for the village to pursue downtown revitalization, and regularly supports the village's community outreach.

PMSA hosts two community meetings annually, in spring and fall, focused on outreach and planning. They also conduct promotional projects and host events as well as a GIVE PERRY gift certificate program, Sign & Facade grant program and iloveperry.com.

Perry's first DRI application was submitted in Round 4, second in Round 5, and for Round 6 DRI/NYF we offer our strongest yet. With each round, we held community meetings, solicited project ideas and feedback on strategies and

projects. A sampling of feedback and comments appears with the support letters for this application.



Perry Farmers Market Outreach



Community Comments on Projects

ROUND 6 COMMUNITY OUTREACH

July 2022

Updated, expanded DRI/NYF committee membership!

August 2022

Launched villageofperry.com/downtown2022 with survey

August 2022

Print advertising: Info Sessions

August 2022

Pizza-box promo: villageofperry.com/downtown2022

August 25th

Committee presentation to Perry Rotary Club (100+ members)

August 27th

Downtown Revitalization booth at Perry Farmers Market

September 14th

PMSA Email Survey promotion

September 17th

Survey promotion at "Rock the Docks" concert



transformative project opportunities

We have identified 15 projects totalling almost \$40 million of investment to achieve transformational progress on the community's vision for downtown.

OUR CATALYTIC OPPORTUNITY PACKAGE INCLUDES:

90 Housing Units of diverse types, six in Mixed Use Renewal Projects; 1 Multi-use Recreational Trail Expansion; 1 National Register Village Hall Renovation adding accessibility and activating a historic 2nd floor Assembly Hall, a Carnegie Public Library accessibility and renovation project and a Building Improvement Fund.

- 1 Renovate Perry Academy, 59 Leicester St
- 2 Repurpose Rich Plan Building, Main St
- 3 Extend Silver Lake Trail, behind 34 South Main St
- 4 Restore the Assembly Hall, 46 North Main St
- 5 Renew JW Olin Block, Covington & Short St
- 6 Reimagine Walkley Farm Equipment Building, 21 Dolbeer St
- 7 Convert 1856 Rufus Smith Bldg's Upper Floors, 21-15 Lake St.
- 8 Build Village Trail Apartments, 33 Tempest St
- 9 Provide Accessibility to Children's Room, 70 N Main St
- 10 Create "Letchworth Base Camp" Downtown, 58 & 59 Main St
- 11 Transform the Former Hotel Commodore, 55-57 Main St
- 12 Save Historic Agway via Adaptive Reuse, 49 S Federal St
- 13 Transform vacant lot into "thINFILL", 9 Gardeau St
- 14 Expand the Park-Lake Motel, 55 N Main St
- 15 Offer a "B.I.F.", Downtown



Renovate Perry Academy

Continue redevelopment of this former school for a mix of uses. Add 12-15 market rate apartments, Child care Services, Studios, and Commercial units. Convert the heating system from gas to electrical. 59 Leicester St (0.3 mi from downtown)

OWNER: Wyoming Erie LLC

TIMELINE: Ready to start

PROJECT COST: \$4,000,000

FUNDING REQUEST: \$2,000,000

POTENTIAL FUNDING

SOURCES: Owner capital, HPTC, bank

LEVERAGED INVESTMENT:

26 apartments already created and 2 short-term rentals.

VISION LINK:

Addresses multiple needs

PLANS: Design/Feasibility work complete

DRI AREA ☒ **NYF AREA** ☒



Repurpose Rich Plan Bldg

Renovate this underutilized building adjacent to the Silver Lake Trail, downtown into mixed-use space with ground floor commercial, 12 market rate apartments and facade upgrades. Main St (downtown, behind 22 S. Main)

OWNER: Nick Gitsis

TIMELINE: Ready to start

PROJECT COST: \$4,000,000

FUNDING REQUEST: \$2,000,000

POTENTIAL FUNDING SOURCES:

Owner capital, bank

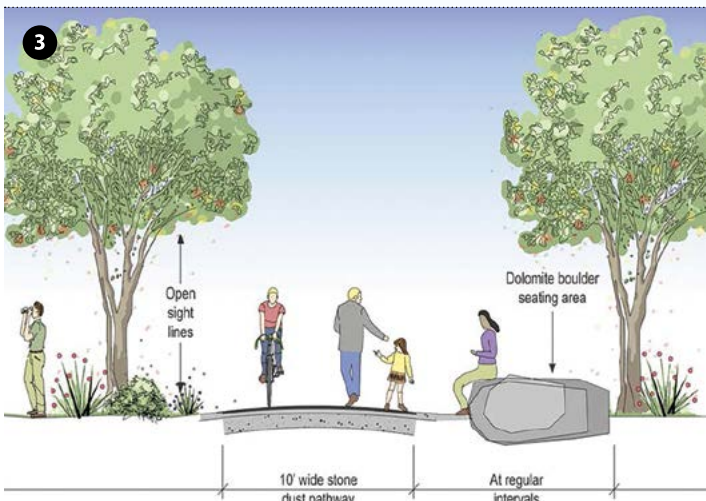
LEVERAGED INVESTMENT: Roof stabilization, feasibility study, interior demolition and clean-out complete.

VISION LINK:

Addresses multiple needs

PLANS: Feasibility work complete

DRI AREA ☒ **NYF AREA** ☒



Extend Silver Lake Trail

Extend the downtown portion of the trail through neighborhoods along the creek, via boardwalks and public green space to the east edge of the village, where it can make a future connection to Letchworth State Park.

Silver Lake Trail (downtown, behind 34 S Main St)

SPONSOR: Village of Perry

TIMELINE: Ready to start

PROJECT COST: \$1,500,000

FUNDING REQUEST: \$1,500,000

POTENTIAL FUNDING SOURCES:

Ralph C Wilson, general fund

LEVERAGED INVESTMENT:

3 phases and \$2.4m completed.

VISION LINK:

Recreation

PLANS: Master Plan Complete

DRI AREA ☒ **NYF AREA** ☒



Restore The Assembly Hall

Renovate the historic 2nd floor of the Village Hall to re-activate it as a civic and performance space as well as senior and youth activities. Finishes, lighting, restrooms, HVAC. Reconstruct historic bell tower. 46 North Main St (downtown)

SPONSOR: Village of Perry

TIMELINE: Ready to start

PROJECT COST: \$1,590,000

FUNDING REQUEST: \$1,590,000

POTENTIAL FUNDING SOURCES:

CDBG, EPF (current application), general fund

LEVERAGED INVESTMENT:

Master Plan and Phase I elevator/stair work, \$650,000 completed.

VISION LINK:

Addresses multiple needs

PLANS: Master Plan Complete

DRI AREA ☒ **NYF AREA** ☒



Renew JW Olin Block

Rehabilitate anchor, three-story gateway building on Covington St, creating four apartments and a restaurant.

Covington & Short St (0.1 mi from downtown)

OWNER: James Alefantis

TIMELINE: Ready to start

PROJECT COST: \$1,000,000

FUNDING REQUEST: \$500,000

POTENTIAL FUNDING

SOURCES: Owner capital, HPTC, bank

LEVERAGED INVESTMENT:

Architectural work

VISION LINK:

Addresses multiple needs

PLANS: Schematic Design complete.

DRI AREA ☒ **NYF AREA** ☒



Reimagine Walkley Farm Equipment Building

The owner plans to create 8 new units in this former showroom/warehouse space in a residential district with clear spanning steel girders. 21 Dolbeer St (0.2 mi from downtown)

OWNER: Adam Gullo

TIMELINE: Ready to start

PROJECT COST: \$1,500,000

FUNDING REQUEST: \$750,000

POTENTIAL FUNDING SOURCES:

Owner capital, bank

LEVERAGED INVESTMENT:

Feasibility Study

VISION LINK:

Housing

PLANS: Design work complete.

DRI AREA ☒ **NYF AREA** ☒



Convert 1856 Rufus Smith Bldg's Upper Floors

Renovate low-demand upper floor office space to create 7 residential units to meet housing demand in the heart of downtown. Owner is a local, 35-person investment group.
21-15 Lake St. (downtown)

Perry New York LLC

TIMELINE: Ready to start

PROJECT COST: \$1,000,000

FUNDING REQUEST: \$500,000

POTENTIAL FUNDING SOURCES:
Owner capital, HPTC, bank

LEVERAGED INVESTMENT:

\$1m spent renovating 12,000 sf building in 2008

VISION LINK: Housing

PLANS: Construction Drawings underway.

DRI AREA ☒ **NYF AREA** ☒



Build Village Trail Apartments

Trusted Rochester-based developer already in community will construct a 24-unit, elevator-equipped senior living apartment building. *33 Tempest St (0.6 mi from downtown)*

APPLICANT:

Rochester's Cornerstone Group

TIMELINE: Ready to start

PROJECT COST: \$6,800,000

FUNDING REQUEST: \$2,800,000

POTENTIAL FUNDING SOURCES:

Tax Credits, Capital, Bank

VISION LINK:

Housing

PLANS: Feasibility work complete.

DRI AREA ☒ **NYF AREA** ☒



Provide Accessibility To Children's Room

Following a successful first phase accessibility project at the front of Perry's historic Carnegie public library, the project will add a lift, and renovate spaces related to the basement level children's room. *70 N Main St (0.2 mi from downtown)*

SPONSOR: Perry Public Library

TIMELINE: Ready to start

PROJECT COST: \$500,000

FUNDING REQUEST: \$500,000

POTENTIAL FUNDING SOURCES:

Library construction fund

LEVERAGED INVESTMENT:

2 Preceding Exterior Accessibility Projects (\$500,000)

VISION LINK:

Capacity

PLANS: Concept plans complete.

DRI AREA ☒ **NYF AREA** ☒



Create “Letchworth Base Camp” Downtown

Complete renovation of two anchor properties at the intersection of Main Street and the Trail, for outfitters, camping and art as well as residential. NYMS Stabilization Grant underway to save structures. *58 and 59 Main St (downtown)*

OWNER: Laken Holdings LLC

TIMELINE: Ready to start

PROJECT COST: \$1,000,000

FUNDING REQUEST: \$400,000

POTENTIAL FUNDING

SOURCES: NYMS Stabilization, owner capital, bank

LEVERAGED INVESTMENT:

\$500,000 spent via NYMS stabilization grant

VISION LINK:

Addresses multiple needs

PLANS: Construction drawings are complete

DRI AREA ☒ **NYF AREA** ☒



Transform The Former Hotel Commodore

Revitalize and re-imagine this 1920's historic three-story hotel to create eight upper-floor apartments and restore historic first floor units as vacation rentals.

55-57 Main St (downtown)

APPLICANT: Jen and Jerry Hall

TIMELINE: 12-24 months

PROJECT COST: \$2,550,000

FUNDING REQUEST: \$1,600,000

POTENTIAL FUNDING SOURCES:

Owner capital, HPTC, bank

VISION LINK:

Addresses multiple needs

PLANS: Full feasibility study completed.

DRI AREA ☒ **NYF AREA** ☒



Save Historic Agway Via Adaptive Reuse

Create six new dwelling units plus commercial space, along the Trail and overlooking a pond, inside this National Register-qualifying property with its iconic grain elevator.

58 and 59 Main St (downtown)

APPLICANT: Just Barns Inc. has signed purchase offer

TIMELINE: 12 months

PROJECT COST: \$2,250,000

FUNDING REQUEST: \$900,000

POTENTIAL FUNDING SOURCES:

Owner capital and financing

VISION LINK:

Addresses multiple needs

PLANS: Concept work complete.

DRI AREA ☒ **NYF AREA** ☒



Transform vacant lot into “thINFILL”

Infill a long-vacant parcel to create 10 new units in five rowhouses, each with a two-story upper unit and a walk-out lower level unit. Between the library and the commercial district on Main Street, the units provide flexible, accessible, expandable, multi-generational configurations to meet clear demand in a key location. *9 Gardeau (downtown)*

SPONSOR: Jim Rutowski

TIMELINE: Ready to start

PROJECT COST: \$3,000,000

FUNDING REQUEST: \$1,500,000

POTENTIAL FUNDING SOURCES:

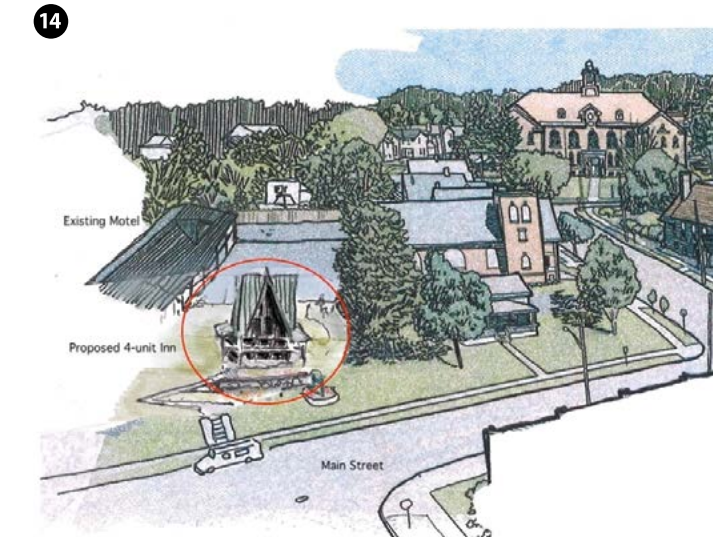
Owner capital, financing

VISION LINK:

Addresses multiple needs

PLANS: Feasibility work complete.

DRI AREA ☒ **NYF AREA** ☒



Expand The Park-Lake Motel

The “quad” will contain four guest apartment units presented in an “Inn” format, in a new structure, with ready access to the growing niche retail, food and beverage scene that is attracting more Letchworth visitors to stay in Perry. The location replaces the original “head” building which was recently lost to a fire. The motel units sit behind. *55 N Main St*

OWNER: Ron & Tommy Kwiecen, KRT

TIMELINE: Ready to start

PROJECT COST: \$1,000,000

FUNDING REQUEST: \$400,000

POTENTIAL FUNDING SOURCES:

Owner capital, bank

VISION LINK:

Addresses multiple needs

DRI AREA ☒ **NYF AREA** ☒



Offer a “B.I.F”

A Building Improvement Fund will continue the Village’s ability to support downtown owners. Three NYMS programs have assisted 16 building owners in the past 10 years. We’ve already identified a brewery expansion, sandwich shop buildout, three mixed-use buildings, and four facade projects. *Downtown*

SPONSOR: Village of Perry

TIMELINE: Ready to start

PROJECT COST: \$1,000,000

FUNDING REQUEST: \$500,000

VISION LINK:

Addresses multiple needs

DRI AREA ☒ **NYF AREA** ☒

transformative project opportunities: meet the developers



RENOVATE PERRY ACADEMY

Sam is the owner of one of Perry's oldest downtown businesses, Family Furniture, and the anchor

around which all this revitalization occurred. He is also a developer with 500,000 sf of mixed-use properties throughout the region including the former Champion factory.



REPURPOSE THE RICH PLAN BUILDING

Nick grew up around his family-run diner on Main Street. Now he splits his time between

business interests here and the Philippines where he owns an airline. Nick's family recently acquired a long abandoned, 21,000 sf former Richmond Sawmill downtown, with an eye on this opportunity.



RENEW JW OLIN BLOCK

James grew up spending summers at the family cottage on Silver Lake. Now a chef and restaurateur, he splits his time

between here and Washington, DC, where he operates Comet Ping Pong and Buck's Fishing and Camping and is president of the Art Gallery Transformer. He's been spending more time here, enjoying the budding culinary scene, dynamic Farmers' Market and natural beauty of the region and has been looking for a project.



REIMAGINE WALKLEY FARM EQUIPMENT BUILDING

Adam grew up in Perry and since returning has not stopped renovating

buildings, drawing people downtown with residential rehabs and amazing storefront commercial space. The Walkley Farm Equipment building is around the corner from Main Street, but also just across the creek from the Silver Lake Trail. It has more been used as warehouse space but is now vacant.



CONVERT 1856 RUFUS SMITH BLDG UPPER FLOORS

This is the community-wide group, the Main Street LLC that

started it all. They have completed projects of this magnitude already, worked with tax credits and grant programs and have the ready capital, equity and lender relationships to execute quickly.



BUILD VILLAGE TRAIL APARTMENTS

The Cornerstone Group is well established in the Rochester area with dozens of well-regarded

affordable housing projects and downtown renovations. Several years ago, Roger and Ryan Brandt took an interest in Perry where DePaul recently completed a successful 48-unit project in a converted knitting mill. They acquired an existing senior housing complex and set about making renovations.



CREATE "LETCWORTH BASE CAMP" DOWNTOWN

Mike grew up in Perry, before moving overseas where he founded a company

to connect retailers with Asian producers, and lived in China until a few years ago. He invested \$2m and opened Silverlaken, a recreation-focused vacation facility on the lake.



TRANSFORM THE FORMER HOTEL COMMODORE

Jennifer grew up in the area before moving to Southern California. She returned

for summers, for 20 years and is now back to make a difference. She and her husband are completing a multi-million dollar project to relocate two of the few remaining historic JT Wells barns to Perry where they have created an event and community center around the barns as a way of giving back.



"thinFILL"

Jim is a pharmacist and developer with a passion for downtowns. His portfolio includes over 300,000 sf of

real estate across the region, including Perry. With ready access to capital and financing, Jim is prepared to commission full architectural design work immediately upon any award.

administrative capacity

We have a strong leadership team in place, led by full-time Village Administrator Samantha Marcy with full-time Village Clerk Christina Slusser.

Wyoming County Sr. Planner James Bragg, joined Downtown Revitalization committee's Round 6 meetings along with Town of Perry Supervisor James Brick and Wyoming County IDA Executive Director Jim Pierce.

The Village of Perry's team of elected officials, led by Mayor Rick Hauser who has been in office since 2013, is in strong support of this application. Rick and the board of trustees are widely supported in no small part for their focus on balancing opportunities to implement innovative strategies with practicality and fiscal responsibility. The number and scope of the public projects completed are evidence of the balanced approach and careful stewardship of this team.

Mayor Hauser gives of his time and shares his professional experience as a revitalization architect to the benefit of the community far above and beyond what is expected of the role. His practice in downtown Perry employs nine people.

The Regional Economic Development Council can be confident that this leadership team will see that a selected slate of projects be implemented successfully, based on the village's record of successful grant administration.

The Village has nearly fifteen years of successfully administering grants continuously. Since 2008, the Village has administered 30 grants that total just under \$20 million.

We recognize the Wyoming County Department of Planning and Development as a key partner. The Planning and Development Department has assisted many of the private business investments in this application and has provided CDBG microenterprise funding to artists through their Rural Arts Initiative.

The anticipated management structure to implement an award is envisioned as follows:

PUBLIC PROJECTS

Administered by the Village of Perry with the support of Wyoming County.

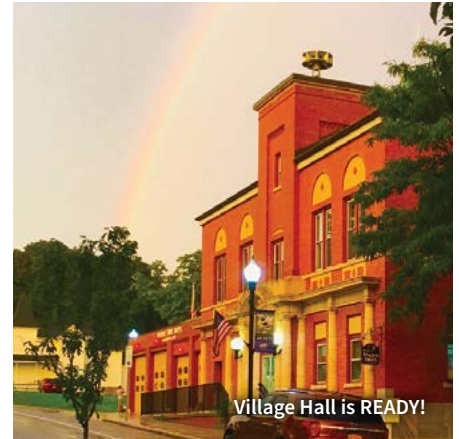
PRIVATE PROJECTS

Administered by individual businesses with the assistance of the Village of Perry and Wyoming County.

NON-PROFIT PROJECTS

Administered by non-profits with assistance from the Village of Perry and Wyoming County.

All of the organizations may also be hiring design professionals, grant administrators and contractors to implement projects.



GETTING NOTICED

“The Perry Project” has been presented across NYS and beyond

at the National Congress of New Urbanism conference; Citizen's Institute on Rural Design in Franklin, NH; Public Interest Design Institute in Charlottesville, VA; and Colloquiums in PA, VT, OH and MA.

Reshaping Rochester's Director's Award

from the Community Design Center of Rochester

Grand Honor Award, Urban Design Category

from AIA Rochester

Barber Conable Award, for Five Preservation Initiatives

from the Landmark Society of Western New York

Designer's Field Guide to Collaboration, by Caryn Brause

“Perry Project” is Case Study #1



list of support letters

The Village received support letters from a broad base of the community including residents, businesses, elected officials, economic development agencies, and other supporters of downtown. All recognized how significant a DRI/NY Forward award would be for the Village to advance to the next stage of its revitalization strategy.

Wyoming County Planning & Development	DePaul
Perry Main Street Association	GLOW YMCA, Inc.
Letchworth Gateway Villages	Perry Public Library
Perry Area Chamber of Commerce	Town of Perry
Silverlaken & Promote Perry Committee Community Statements of Support	Wyoming County Industrial Development Agency
Creative Food Ingredients, Inc.	Wyoming County Business Center, Inc.
Tompkins Community Bank	Wyoming County Chamber of Commerce
JN White	Wyoming County Board of Supervisors
Morton Salt	NYS Senator Gallivan
UR Medicine	US Representative Chris Jacobs

**Wyoming County
Planning & Development**

36 Center Street – Suite C
Warsaw, NY 14569

James Bragg
Senior Planner
jbragg@wyomingco.net

September 21, 2022

Vinnie Esposito
Regional Director – Finger Lakes
Empire State Development Corp.
400 Andrews Street, Suite 300
Rochester, New York 14604

Dear Mr. Esposito:

As the Wyoming County Senior Planner, I proudly support Perry's dual DRI/NY Forward application. I'm excited about the projects in these applications as they are forward-thinking, impactful, and, most importantly - achievable. Perry is at a tipping point of becoming an economic engine of job creation for Wyoming County and the larger Genesee Finger Lakes region. The possibility of a DRI or NY Forward award will take Perry - and our region - to the next level.

As a former city planner for Niagara Falls, I have experience completing complex and sophisticated multi-million-dollar public works and economic development grants: the removal of the Robert Mosses Parkway - North, the construction of Niagara Falls' first downtown hotel in a generation, and a successful DRI application.

Because of this experience in Niagara Falls, I'm confident that Perry can get it done - that they can get it done well. The strong network of businesses, nonprofits, citizens, and regional entities united in creating this application fuels my confidence. They understand that everyone must participate in any DRI or NY Forward award to succeed. They promote collaborative partnerships. They value diverse perspectives. Most importantly, they realize that implementation must be results-driven.

The leadership of Mayor Rick Hauser and the business community have accomplished that which exists only in the dreams of other cities throughout the state. Incredibly, they have accomplished so much with so few resources. \$50 million in the rehabilitation of over 30 downtown buildings. Thirty-three new businesses with 105 new jobs. One hundred twelve new workforce housing units with demand outpacing supply. A thriving and ever-growing artist community. The genius of this DRI/NY Forward application is that it leverages the foundation of these accomplishments to attract entrepreneurs, create jobs, and expand the workforce.

Perry has a strong record of project management and thus is well prepared to accomplish a project of the DRI's size and sophistication. They have masterfully managed over 30 grants in the past ten years. Perry is ready.

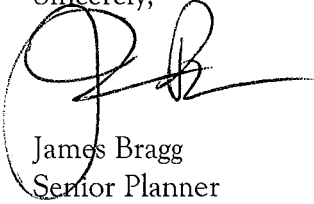
Wyoming County recognizes this is an opportunity for the county, the region, and the state. That's why Wyoming County is all in. The county is fully engaged. Assisting Mayor Hauser in making this DRI a success is a county priority. The Board of Supervisors has given Perry the commitment of my time and energy as a resource for the region.

How New York State chooses to invest resources will shape how the region looks in 40 years. Perry's DRI/NY Forward application matches actions with our values. This DRI/NY Forward application helps leverage private investment to forge a competitive, creative and equitable economy. This DRI/NY Forward application is an investment in rural WNY.

In 40 years, Wyoming County, the region, and the State of New York will be stronger, healthier, and more resilient because of this DRI/NY Forward application. Thus, this is why I proudly support Perry's application and why I think you should too.

As always, thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to be 'JB' with a long horizontal flourish extending to the right.

James Bragg
Senior Planner



Perry Main Street Association, Inc.
PO Box 186
Perry, NY 14530

September 13, 2022

Samantha Pierce, Administrator
Village of Perry
46 N. Main St
Perry, NY 14530

RE: Downtown Perry Downtown Revitalization Initiative & NY Forward Application, 2022

Dear Ms. Pierce:

On behalf of the board of the Perry Main Street Association (PMSA), I write today to express our support in the strongest possible terms for Downtown Perry's application for Round VI of the Downtown Revitalization Initiative (DRI) and NY Forward.

As indicated in our letters of support for the Round IV and Round V applications, our mission is to re-build and support a thriving downtown through advocacy, organization, innovation and preservation. The Perry Main Street Association (PMSA) was launched in 2005 as a downtown advocacy group. It was established through the work of developing a conceptual plan for a Silver Lake Trail and the engagement and community advocacy groups to support that plan.

Today, in addition to its core advocacy for downtown as a thriving civic space, the Perry Main Street Association serves the community in a wide range of capacities, including:

- First and foremost, as a community planning advocate
- As a fiscal sponsor for small grants
- Operator of the GIVE PERRY community gift certificate program
- Administrator of a downtown sign and facade grant program
- Backer of the annual Pieces of Perry: En Plein Air event
- Community website (iloveperryny.com) provider

We advocated passionately for Downtown Perry to apply for the Downtown Revitalization Initiative in 2019 and 2021 and we are now extremely supportive of the 2022 application.

Is this opportunity a fit for Perry? Yes! It would serve as both a catalyst and an envelope for investments made and work that has been seeded over the last fifteen (plus) years.

Downtown Perry needs to be able to convert the progress and momentum gained through the investment, advocacy and team building work that has been undertaken across the community with other community organizations to add to downtown's residential and hospitality/tourism support capacity.



Perry Main Street Association, Inc.
PO Box 186
Perry, NY 14530

There's enormous pride of place in Perry, and a long history of being a livable, working community that is/has been home to significant industrial, commercial and agricultural innovation and leadership. Perry is perfectly placed to serve many as a hub– 30 minutes south of Route 90, between Letchworth State Park and Silver Lake, and zooming out, between Rochester and Buffalo.

From my individual point of view, as a person who was raised in Perry, left the area for college and worked in Internet/Software Technology, eCommerce and Financial Services for 20 years outside New York, I couldn't be more excited about the work I see happening in Perry.

I returned as a remote worker in 2008, working for the Seattle-based bank Washington Mutual on their Marketing and eCommerce team. Shortly after returning, I was asked to help with a PMSA project, and not long after, I was hooked.

In 2009, I started a marketing and creative agency, working largely with people from my network who are not in WNY that I don't get the opportunity to be with regularly due to geography.

While I love it, I found that I missed the in-person collaboration experience found on the entrepreneurial teams I've had the opportunity to be part of.

I *expected* that I would need to go to Rochester or Buffalo to find that kind of team energy.

I found it in Perry, with Perry Main Street Association.

In 2022, I'm excited to say that the number of "returners" rolling up their sleeves continues to grow and a DRI/NYF award would amplify that.

The work that Perry is doing appeals to others, and the possibility of amplifying the attractive impact of this work through the transformational projects that a successful application would ignite is an enormous opportunity.

On behalf of the Perry Main Street Association, thank you for your consideration of Perry's application. If I may provide further assistance, please contact me at: 949-697-3978 or sandy@littlehive.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Sandy Schneible". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Sandy Schneible

Past Chair, Perry Main Street Association, Inc. | www.iloveperry.com



August 27, 2022

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

My name is Nicole Manapol and I have come to know Perry while working as the Director of the Letchworth Gateway Villages (LGV) initiative - a municipal collaboration established by the Villages of Perry, Mount Morris, and Geneseo in 2017 to catalyze economic growth and new tourism-related opportunities for the rural communities surrounding Letchworth State Park.

I'm writing in support of Perry's application and to share with you and the selection committee why this community matters so much to our region's economic development and growth - especially as we grapple with reinventing our rural economy for the 21st Century.

My story of Perry deals with issues that strike at the very heart of rural development challenges in Western NY and beyond. These are the challenges of depopulation, the outmigration of young people and the resulting "brain drain" and economic decline. To tell it, I have to first say a little bit about my background and how I came to work with Perry and the Letchworth Gateway Villages initiative.

I am originally from Western New York but like so many of our young people, left right after high school to attend university in DC and pursue opportunities that didn't exist here. My career path led me to work internationally first as a Peace Corps Volunteer in post conflict Guatemala, then as an international development practitioner and consultant working on behalf of the US State Department, Microsoft, USAID and the higher education sector. Over the course of my 15 year career I lived and worked in 14 countries across Latin America, the Middle East and North Africa, South Asia and the Asia-Pacific. **Coming back to Western New York was never part of my plan.**

That is until my mother sent me a job description for an economic development initiative called Letchworth Gateway Villages - a start-up municipal collaboration spearheaded by the Village of Perry to advance

economic growth for the communities adjacent to Letchworth State Park. Accompanying the job description was Mayor Rick Hauser's bio and an article my mom had cut out about Perry's downtown revitalization efforts. When I read through the materials I knew I wanted to be part of the transformation taking place in my hometown, but more than that I wanted to work with Rick Hauser and the Perry team. **After 20 years I was finally going home.**

Perry - a model for reversing rural "brain drain"

I give this background to illustrate how Perry's community, through their own efforts to revitalize their economy, are inspiring others to return to the region and "join the cause." When I sit at a Rotary, Perry Main Street Association or village board meeting - I see people my age (late 30s) sitting around the table. I also see young entrepreneurs from places beyond Western New York - places like Texas, Utah, California, New York City, the UK, Turkey and Central America to name a few. This is not the case in other communities I work in. And I can't overemphasize the importance of this ability to inspire people to return to the area - especially at a time when we in Perry and so many other rural communities struggle to attract and retain the talent needed to reinvent our economies.

Perry - a model for rural entrepreneurship and innovation

As part-time director of Letchworth Gateway Villages and a community development consultant for SUNY Geneseo, I work with multiple communities in Wyoming, Livingston and Allegany Counties. I see each community's distinct character. One of the hallmarks of Perry is its entrepreneurial and collaborative spirit and culture of innovation. A great example of this is Perry's grassroots efforts to revitalize their main street. Unlike some of the other communities in which I work, Perry did not have an angel investor swoop in to revitalize its main street buildings or have the benefit of being the County seat and host to a top performing state university which makes attracting investment easier. Perry had to bootstrap its main street revitalization - and as you will read in this application - did so with remarkable success.

Paying it Forward

But perhaps the most remarkable thing about this community is that its impact and lessons learned don't begin and end with Perry. The Letchworth Gateway Villages initiative, which was spearheaded by Perry back in 2016, is an example of this community's commitment to "passing it forward" and sharing the knowledge and expertise they've gained over the years to benefit other rural communities facing similar economic development challenges. It also reflects a mindset within Perry that is unique - that their success as a community is inextricably linked to the success of their neighbors.

With Perry's leadership, this collaborative effort has generated **\$1.2 million in new public-private resources for rural communities in the Genesee Valley region, established a regional brand and network of Trail Town hospitality hubs along the Genesee River Valley, strengthened the digital capacity of over 330 businesses and developed a regional strategy for building an outdoor recreation economy.** The initiative continues to be recognized for its innovative and collaborative approach to rural development. In 2019 LGV was one of 47 awardees nationwide for the USDA's Rural Economic Development Innovation (REDI) initiative, receiving the highest scoring application in the country. In 2020, the initiative was a finalist for the Community Design Center's Annual Reshaping Rochester Awards. In 2021, LGV won Farm Credit East's inaugural Lipinski Rural Initiatives award which was created to recognize innovative and transformational efforts to revitalize Northeast rural communities. Receiving this kind of recognition is a testament to Perry's **"leading by example."**

What I hope you and the selection committee take away from this letter is that by awarding Perry a DRI you will not just be investing in Perry's economic revitalization - you will be investing in an innovative rural economic development model that stands to support rural revitalization in the Genesee-Finger Lakes region and beyond.

Thank you in advance for considering this application. I can be contacted at (585) 237-8079 should you require further information.

Kind regards,

A handwritten signature in dark ink, appearing to read 'Nicole Manapol', is positioned above the printed name.

Nicole Manapol

Director, Letchworth Gateway Villages

Email | director@letchworthgatewayvillages.org

Web | www.letchworthgatewayvillages.org



Perry Area Chamber of Commerce

P.O. Box 35 Perry, NY 14530 585-237-5040 www.iloveperryny.com

Sept. 20, 2022

To whom it may concern,

This letter is to support the Village of Perry's 2022 DRI/NYF application (a Round 4 finalist). Positioned within the Finger Lakes region, folks here tend to see Perry as part of the Western NY region, too. Between Rochester and Buffalo, the community was overlooked to have an on-ramp/exit to I-390 so has to work extra hard to look good, work well and get noticed.

Being a gateway village of Letchworth State Park is something complacent locals didn't think about until recent years. They became willing tourist-attractors casting enough votes to see LSP win a national state parks contest. They didn't think about Perry being partly in Silver Lake but do now because the Village led efforts to improve its public beach there and create a trail from the lake to downtown. The trail and beach have since become hosts of arts events. But, like so many villages in New York State, infrastructure continues to need work to meet new standards, attract new/expanding business plus address housing needs, particularly for the aging-in-place populace.

My decades of work as a reporter/publisher of Perry's oldest, continuously-run business, put me at the meetings, ribbon-cuttings, festivals and events observing and recording history. The visionary administration led by Mayor Rick Hauser has been like no other. It is remarkable in its search for leveraged investment, dedication to the work required to apply for and document grants, in its outreach to citizens, co-investors and neighbors. Mayor Hauser calls Perry a can-do community. When the Arts Council for Wyoming County on short notice needed to find a new home for the Letchworth Arts and Crafts Show and Sale this Columbus Day weekend, the Village, Rotary, fire department, Town, County, school district, churches, business owners and more said yes. Hauser's energy is contagious. This nationally, 12th ranked event will be in Perry for the next 5 years!

A decade ago, Perry Area Chamber of Commerce sponsored a NY Main Street grant project. PACC's President Joe Dally and I served on the Village's first NY Main Street grant committee then. It targeted downtown property owners who put their personal funds into grant-supported work that addressed code compliance, historic preservation and use of modernized second-story units. The payoff brought new business, jobs and tenants. It didn't stop there. It continues because more is needed still. Please approve Perry's DRI 2022 application.

I can't wait to tell the story.

Lorraine Sturm, PACC Secretary
Perry Rotarian
Publisher, the Perry Herald

9/10/2022

Re: Community Wide Support for 2021 DRI Grant Application

I write this letter in support of the Village of Perry's efforts to secure the DRI grant.

Here in rural Western NY, we face a number of challenges, razor tight margins in the dairy industry, de-population of our communities and lack of jobs. The Covid pandemic has exacerbated the situation. However, with the help of various grants, the Village of Perry has been able revitalize our downtown and pivot our economy towards tourism and outdoor recreation.

Programs like the DRI and NY Forward help to increase resiliency, so that our community is in a strong position to deal with the next set of challenges that may be thrown at us. Obviously, I fully support the Village's efforts to secure the grants.

To show the strong community support for this project, I took the liberty of collecting the attached comments from local business people, residents and tourists.

Warmest regards,



Mike Bellamy



Local Glampground Owner, Silverlaken LLC
(Reservations@Silverlaken.com)

& Chair of the Promote Perry Committee

Statements of Support from the Community



"I have lived in Perry, N.Y. my entire life and have raised my family here. I have owned and continue to operate a number of businesses, including the local auto dealership. I have invested in this community with both capital and personal volunteer time investment. Today, we are fortunate to have a strong core of young entrepreneurs that are making a difference in our community. We have a strong community service organization in Perry Rotary. We have an active and engaged Village board. And we have a number businesspeople that are willing to reinvest in the community. I count myself as one of them. Given the opportunity, with the support of the Downtown Revitalization grant, I will continue to grow my businesses locally. I will also look to support future projects as well. If you are looking to award this grant to a community that will use the investment in a collaborative way with private investment, Perry is the perfect fit. We are blessed to live near two natural wonders. Letchworth State Park and Silver Lake are at our doorstep. Both generate opportunities for our community. With your support, the community can continue to revitalize our downtown. Thank you for the opportunity to offer my perspective."

—John McClurg, McClurg Chrysler Dodge Jeep Inc



"I'm a business owner on Main Street and Perry Rotarian, I have witnessed first-hand the power of these infrastructure projects. The DRI is so much more than just infrastructure. It's a tool for establishing resiliency and solidifying Perry's position as a rural hub for the arts and outdoor recreation."

—Sam Gullo, Property Developer & Furniture Store Owner



"We are excited about the prospects of using the DRI as a catalyst to launch the next phase of work."

—Ting Bellamy, Local Artist and Staffer at ACWC



"New and diverse opportunities for shopping, including a high-end furniture store, meat shop, bookstore, wine bar, brewery, hair boutique, and gym have all opened in the past few years. Perry has the momentum and we need to continue to grow our active downtown and have the incentive to do this. Because we have both Letchworth State Park and Silver Lake in our backyard, the DRI opportunity is critical to our continued success. "

—Daryl and Ellen Heiby. Perry residents



"We have a marvelous group collaborating to make the village more welcoming and prosperous. I support what they have done in the past and continue to create. They inspire us to back the current projects to be financed by the grant. Our Rotary club also is willing to step up to the tasks and support the grant any way we can."

—Nancy Meissel. Retired teacher and active Rotarian



"We love the idea of a vibrant downtown easily accessible by boat and kayak from Silver Lake."

—Overheard at a recent meeting of the Silver Lake Association, which represents the 800 cottage owners of Silver Lake.

"I'd spend more time downtown if the few remaining derelict buildings were as nice as the rest of downtown. Sounds like a great project."

—Anita Tang, Local Resident

"The DRI is truly a game changer. I'm particularly excited about how funds could be used to complete the Silver Lake Trail, giving our citizens greater access to the lake and compliment our growing list of outdoor recreation assets."

—Ernie Lawrence, Village Trustee, Local history buff & Silver Lake Trail Committee Member

“We have more requests for boat rentals than we can handle. In the past few years, the number of tourists coming to our area has grown substantially. This is in no small part thanks to the efforts of local leadership who built a downtown that welcomes visitors and gets them to stay longer!”

—Skyler Gross, General Manager



“Obviously, more people visiting, living and working downtown is good for our business. Food & beverage businesses fully support Perry’s application for the grant!”

—Jacquie Billings-Barlow



“On a personal note, I want to share that I am a mother that grew up here. My family grew up here and has lived here all our lives. My fear in the 90s, post internet, was the erosion of small-town life and that scared me. Small town main streets were disappearing in rural upstate New York.

Knowing I would be raising my own family here, I simply wanted them to have opportunities to stay. Opportunities to be part of a great community that offers employment, education, culture, arts, entertainment, diversity, awareness, recreation. The progress Perry NY has made is all steps in the right direction in that regard. The continuation of development of ideas and opportunities as a result of the DRI will be instrumental in keeping the young people here.”

—Amanda S. Parker, CPA, MBA

Partner with **Parker and Lubanski CPAs, LLP** & Downtown Business owner since 1994



"As outfitters and guides, client safety is our first priority. Improved infrastructure will provide both increased safety and potential clients for us and the surrounding business community."

—Bill Waterhouse, Trail Otter



"A project like this is a multiplier for the community. In 2020, my business was featured by a number of national publications and I am seeing the results of visitors passing through the main street area. I look forward to the work ahead and the team committed to this vision."

—Jill Gould, Butter Meat Co., Founder & Owner

"I live next to one of the village parks. Having well-appointed, clean & safe areas for recreation is one of the reasons we choose to move to Perry to raise a family. I hope some of the DRI funds will be used accordingly and encourage more families to consider living in Perry."

—Tanya Gross, Village of Perry Resident

"The DRI is very much needed to further improve downtown Perry's position as a rural hub for our surrounding community."

—Bruce Billings, Owner

The logo for Silver Lake Laundromat is a blue rectangular sign with white text. The words "SILVER LAKE" are on the top line and "LAUNDROMAT" is on the bottom line, both in a bold, sans-serif font. To the right of the text are several white circles of varying sizes, resembling bubbles.

"I support this project and I am excited that it involved the entire main street, both the north and the south as serve as the Town Supervisor for the section of the village in the Town of Castile."

—Joe Gozelski





"I have lived in Perry for many years. It is a wonderful community with a great past and potential. The grant is key to realizing that potential!"

—Ron Latton, Retired Executive



"An active downtown would provide even further incentive for residents and visitors to explore and enjoy our beautiful community and surrounding landscapes."

—Mike Fitch: Facilitator, FastTrack and Business Accelerator Academy & Wyoming County IDA



"As a local and Wyoming County resource, the Wyoming Historical Pioneer Association (WHPA) supports the improvements to downtown as proposed in the grant application. This and other continuing improvements will bring attention and access to the historical and outdoor resources and entertainment that is offered in our village of Perry-based museum and property."

—Eric Parker, President, Pioneer Historical Association

"Improving infrastructure will provide more attractive & safe surroundings for the business community & residents to enjoy for the foreseeable future. Being a downtown business owner & Perry Rotarian, we fully support Perry's application for the grant."

—Tara Harding, Harding Plumbing & Heating Inc.



"We fully support the project and look forward to the DRI making Perry a better place to live, work, and visit."

—Kevin Herbek, Director of Tax & Finance



"Growing up in Perry during the 1970's and 1980's, downtown was always busy. There were closing stores, variety stores and grocery stores. I am happy to see that Perry today is once again busy. It has a different, more modern feel, which is necessary. As a Perry Rotarian working for a leading Perry-based business, I fully support the DRI/ NY Forward grant application!"

—Kim Brown-Webster. Vice-President



"I am a retired Commercial Loan Officer with Community Bank, N.A. and I live in the Township of Perry where I have lived and worked here almost all of my life. I'm a long-time member of Perry Rotary and several other community and rural organizations. I also have a farm and operate a small greenhouse/retail shop at my home. Though I live outside of the Village of Perry, I feel very connected to this wonderful community and I whole-heartedly support this grant initiative.

Thus, my perspective is from outside the Village as I have been watching the Perry Community work so closely together over the last several decades in promoting Perry's tourism, business development, and downtown revitalization. The progress and enthusiasm is absolutely amazing and I am proud to be associated with the Perry community. Given their success with various projects thus far, I can assure you that this Perry Community has the foundation and experience necessary to be awarded this grant. A proven track record is vital in assuring the Grant Committee that the **Perry Community has the maturity, organization, committed people, dedicated local government, numerous organizations, talent, ingenuity, and prudence to be great a Custodian of this esteemed grant opportunity.**

In summary, Perry has so many cohesive people and organizations and resources here at the gateway to Letchworth State Park and the beautiful rural and agricultural setting that so many tourists and residents cherish. Thank you for your consideration of this already proven deserving community. I'm sure that if Perry is the recipient, that you will be proud of Perry's efficient and careful use of the funds."

—Hans Kunze, Retired Banker, Rotarian, Farmer, Columnist & Proud Citizen and owner, Hans' Bird Feeder & Greenhouse



September 7, 2022

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

*Re: 2022 Downtown Revitalization Initiative Application
Village of Perry, NY*

Dear Mayor Rick:

I am pleased to express Creative Food Ingredients support for the Village of Perry's application to the 2022 Downtown Revitalization Initiative (DRI) program.

Creative Food Ingredients, Inc. (previously Lew-Mark Baking Co.) has been a vital part of this community's history and success for over sixty years. Starting out as a small one-line baking operation, our operation has recently grown to eight production lines with over 200 employees. In 2020, Creative Food Ingredients became a strategic partner with Parker Products to form a unique and diversified food group with plans for significant growth in all our Perry facilities.

The DRI would greatly benefit our company as we look to recruit and retain employees to continue and sustain this growth. It would also add to the overall economic success of Perry and compliment the investments we and others have made in our beautiful village.

For these reasons, I strongly support this application and believe the opportunities this DRI will provide will strengthen the economic partnerships currently underway, help maintain and grow career development along with supporting workforce and economic development for our local industries.

Sincerely,

Michael Humberstone
Executive Director - Operations



September 21, 2022

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

I am writing to share my support of Perry's application for the Downtown Revitalization Initiative program. The Downtown Revitalization Initiative would drive long-term revitalization benefitting current and future residents, businesses and visitors of Perry.

Serving as the President of Tompkins Community Bank, I've come to understand the needs of businesses and customers who live and work within this community. Tompkins has been present in the Perry community for 50 years, while serving the Western New York market for over 150 years. Between our Perry branch and operations center, nearly 45 employees from the area fill these office spaces every day.

These employees, customers and business partners walk through our doors with roots that run deep. This community matters to our region's economic development and growth. From Silver Lake to Main Street, there is great potential for Perry's transformation that will improve the quality of life for not only its community, but the surrounding communities.

The Downtown Revitalization Initiative program is critical to key projects that will advance Perry's vision. Thank you for your consideration of Perry for the Downtown Revitalization Initiative. Please feel free to contact me should you need any other information.

Sincerely,

A handwritten signature in black ink, appearing to read "John M. McKenna".

John M. McKenna
President
Tompkins Community Bank

585.345.6164 ext. 27064
jmckenna@tompkinsfinancial.com



September 23, 2022

To Whom It May Concern:

Perry, New York has had special meaning in my family for close to 100 years. It is where my grandparents met, where my dad was raised and where our family business currently thrives.

In 1960 my late grandfather, James Neel ("J.N.") White founded what is known today as JN White. In those early days he worked as a sales representative by day and operated a makeshift screen printing operation in his home at night. In 1970 he expanded his business to the former Perry Knitting Mill, and in 1975 the business moved to its current location of 129 North Center Street. My grandmother, Betty, three great aunts and several employees helped to expand the business. In the late 1980's my dad, Randy White joined the business and in 1991 he and my mom, Susan Cady-White took over the business as President/CEO and Vice President of Administration, respectively.

Over the last 62 years, JN White has grown to a 120-person manufacturer of screen- and digitally-printed labels, graphic overlays and membrane switches. As an ISO 9001:2015 and ITAR certified company, we work with many customers in different industries including medical and military. JN White was deemed an essential business during the outbreak of the Covid-19 pandemic; the company didn't close a single day and every employee maintained their job. Additionally, throughout the company's history, JN White has successfully completed 4 acquisitions – the most recent being in February 2020 of a competitor in Connecticut where we now operate a second facility. Through it all JN White has maintained headquarters in Perry, New York.

As a member of the third generation, and throughout my 8 years of working in Perry, I have seen a tremendous uptick in local business, especially those that moved into buildings supported by the RESTORE NY program. It is inspiring to see young, local, entrepreneurs – many women – inhabit previously abandoned storefronts and create something unique to the Perry community.

Funding available through the NYS Downtown Revitalization Grant is crucial to the long-term success of our community. Such funding will include, but not be limited to, an increase in affordable housing, daycare services, and an innovation hub. In turn our community will offer more programming around tourism and the arts that will continue to increase economic spend in the region. The Vision for Perry's growth is defined and the people behind it are very ambitious. The NYS Downtown Revitalization Grant will provide an accelerator that will liberate ideas and exponentially expand development and growth.

Best regards,

A handwritten signature in black ink, appearing to read "Teagan White". The signature is fluid and cursive, with the first name being more prominent.

Teagan White
JN White, 3rd generation

800-227-5718 | 129 N. Center Street | P.O. Box 219 | Perry, NY 14530-0219 | www.jnwhiteusa.com

PRIME LABELS | GRAPHIC OVERLAYS | MEMBRANE TECHNOLOGY

JN White and Precision Answers are registered trademarks of J.N. White Associates, Inc.



Date: September 9, 2022

Re: Perry's DRI Application

To whom it may concern,

I am writing in support of the Village of Perry's 2022 DRI application.

The Morton Salt facility has been in business since 1884. Our operation in Silver Springs employs approximately 155 people, many of whom live, work, play and shop in downtown Perry.

As one of the area's largest employers, it is of strategic importance that our employees enjoy a high quality of life locally. Operating in a rural part of WNY has distinct challenges for finding and maintaining a professional workforce. Naturally, we fully support Perry's efforts to win the DRI grants and use those funds to create child daycare facilities, improve the outdoor recreation infrastructure and other efforts that could reverse the de-population trend!

Sincerely,

Jay Tangeman
General Manager
Morton Salt, Inc.

9/22/22

Mayor Rick Hauser
Village of Perry
46 N Main Street
Perry NY 14530

Dear Mayor Hauser,

UR Medicine came to Perry five years ago because it is a regional hub for medical care. Since assuming operation of Letchworth Family Medicine, we continue to be impressed with the community.

One of the keys for a successful medical practice is our ability to attract and retain doctors and support staff. In Perry, it's clear the community has made impressive progress. Main Street is now an asset for recruitment, with bookstores, bakeries, a butcher, a brewery, a wine bar and more. The real challenge for Perry is providing more and better housing options to continue to draw and retain residents. This would help businesses like ours, who are regularly hiring, to continue to meet our staffing needs.

Perry's continued investment, especially in housing, is an important ingredient in our successful staff recruitment, as well as to grow the patient base for a sustainable medical practice.

In all this, a successful DRI application would be perfectly timed, success building on success, helping Perry pass the tipping point as an anchor community in the region. The proposed further investments in the Perry community, which focus on housing, hospitality, childcare and growth of healthy living through trails and the arts - all seem like the right directions.

Perry's DRI application has UR Medicine's full support.

Sincerely,



John Clark
Chief Administrative Officer
Center for Primary Care
UR Medicine
585.784.7858



August 26, 2022

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Mayor Hauser,

It is truly my pleasure to support Perry's grant application for the Downtown Revitalization Initiative and New York Forward.

The \$10 million grant will provide funding to build upon Downtown Perry's successful revitalization efforts and strengthen the Village's economy and quality of life. The DRI/NYF program would provide funding for the transformation of commercial, mixed use, residential and public improvement projects that would propel future long-term revitalization to benefit current and future residents, businesses and visitors of Perry.

The Village of Perry is a place of great importance and significance to me. I grew up in Wyoming County and have many wonderful memories of Perry and all it offers. DePaul recently worked closely with Mayor Hauser and other political officials to accomplish a major initiative in 2019, the opening of the Knitting Mill Apartments, a beautiful new 48-unit supportive/affordable residence on the grounds of a former knitting mill. Thirty-four apartments are for formerly homeless individuals – including 12 designed for people with a mental health diagnosis, 10 apartments for frail and physically disabled seniors, and two for those with hearing and visual impairments. The remaining apartments are set aside for individuals and families from the area who meet income criteria. Mayor Hauser and the project's supporters were truly visionary. A gap in housing has now been met and an unutilized structure given new life.

DePaul has found downtown Perry to be the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth's 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound. A diverse community of downtown residents, creative professionals, and seasonal visitors choose Perry's restored historic buildings to enjoy a variety of culinary experiences and retail businesses, rich arts and culture offerings, and a year-round schedule of signature events.

Perry's application for the Downtown Revitalization Initiative and New York Forward will leverage and support improvements in Downtown Perry over the last decade, along with increasing tourism spending downtown, attracting new residents, businesses and visitors, increasing the number of jobs, residents and tax revenue, and improving quality of life.

There is vast potential for Downtown Perry's transformation. A grant will be key to the investment plan and implementation of key catalytic projects that advance Perry's vision for revitalization.

Sincerely,

Mark H. Fuller
President
DePaul



September 20th, 2022

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

I am writing in support of the Village of Perry's 2021 DRI application.

The YMCA has been delivering projects and services focused on youth development since 1844. In Perry NY we provide afterschool programs and organize the summer recreation programming.

I have met with the Village leadership and local property owners in downtown Perry to explore the opportunity for the Y to provide quality child care services to parents working in the greater Perry area. Local businesses are fully supportive of this concept as it would play a major role in helping with employee retention as at present, there is a severe shortage of options in our area.

However, the upfront costs needed to remodel available buildings and create a suitable infrastructure is a major hurdle, especially when you consider the pressure the pandemic has put on not-for-profit entities like the YMCA.

Obviously, we are happy to advocate and support Perry's efforts to win the DRI grants as we know the Village wishes to use the DRI funds to build an infrastructure that would attract professional daycare providers!

With sincere gratitude,

Robert Walker
Chief Executive Officer, GLOW YMCA

GLOW YMCA, INC.
209 East Main Street
Batavia, NY 14020

PERRY PUBLIC LIBRARY

70 N. Main Street

Perry, New York 14530

PHONE (585) 237-2243 FAX (585) 237-2008

Jessica N. DeMarte, Director

Make It Part of Your Day

WEBSITE perry.owwl.org

E-MAIL: jdemarte@pls-net.org



August 22, 2022

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite 300
Rochester, NY 14604

Dear Mr. Esposito,

The Perry Public Library is pleased to write a letter of support for the Village of Perry's Downtown Revitalization opportunity. Over the last several years, the people of Perry have pooled their collective talents to begin to revitalize the downtown area. Investments large and small have made it possible for the community to begin to see the change happening and now there is a buzz about the new construction, rehabilitation, and plans that have been set in motion.

The library itself recently underwent renovations on the front stairs in order to bring them up to code and replace the damaged stone treads. This was done with an \$84,100 New York State Construction Grant which was matched with local funds for a total project of \$190,844. This year, we are in the process of applying for \$20,313 in Library Construction Aid Grant funds to upgrade the vestibule doors to be handicap accessible and our fire alarm system to bring it up to current code.

Slowly, we are chipping away at a much larger project to ensure that all residents of Perry are able to access the library freely. Our proposed project for this downtown revitalization opportunity includes rehabbing the exterior ramp, installation of an elevator to create access to our lower level which includes the Children and YA collections, as well as the creation of a dedicated meeting room. This project would truly be a tipping point for the library, as at least once a decade since the 1960s, there have been plans drawn up to improve the ability of the community to access the entire facility.

Thank you for your consideration

Sincerely,

Jessica DeMarte, MSLS & M. Ed.
Library Director

TOWN OF PERRY

P.O. BOX 205, 22 SOUTH MAIN STREET
PERRY, NEW YORK 14530
585/237-2241 FAX: 585/237-3074
Email: townofpe@rochester.rr.com

SUPERVISOR
JAMES BRICK

COUNCILMAN
HAROLD WRIGHT

COUNCILMAN
TRACY ROZANSKI

COUNCILMAN
FORD EBERSTEIN

COUNCILMAN
BONNITA MATSON

TOWN CLERK
SARAH BALLINGER

September 21, 2022

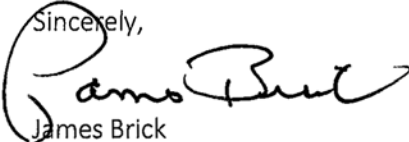
Mayor Hauser;

The Village of Perry is a vital portion of the Town of Perry. The Town of Perry is very supportive of the improvements that have been made in recent years to downtown Perry. The increase in the number of businesses that have opened here are the result of efforts put forward by the Village to maintain a healthy community. If the Village is awarded this grant, they will be able to continue the revitalization of downtown.

In addition to the increase in business's there has been additional affordable housing options made available in the downtown area and throughout the village. A successful application would enhance those options to further improve the community.

The Town of Perry fully supports the Village of Perry's application.

Sincerely,



James Brick
Town Supervisor

ida

WYOMING COUNTY

Innovative Solutions for Business Growth

August 23, 2022

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

On behalf of the Board of Directors of the Wyoming County Industrial Development Agency (WCIDA), I strongly support the Village of Perry's application for the Downtown Revitalization Initiative (DRI).

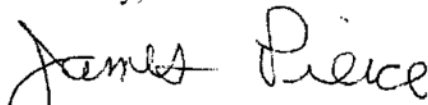
The WCIDA has a long history of supporting economic development projects in the Village of Perry including the development and financial support of entrepreneurs that have located in the Main Street Business Districts. The Village of Perry and their administrative leadership have done a great job in the recent past of working collaboratively with our economic development organizations to support some of the revitalization and business growth in the Main Street District of Perry.

There are many projects being proposed in this year's DRI application that show some real promising development in the Main Street District which will enhance what is a nice core of small businesses that has gained the attention of business professionals and entrepreneurs that have located there. This has led to increased visits to the downtown area derived from local tourism attractions such as Letchworth State Park and Silver Lake.

The Wyoming County Industrial Development Agency is very supportive of this DRI project application and encourages NYS Empire State Development to please give it strong consideration.

The WCIDA plans to play a key role in bringing resources to the proposed DRI projects and wishes the Village of Perry the best of luck in securing one of the coveted grant awards.

Sincerely,



James Pierce
Executive Director



36 Center Street, Suite D ♦ Warsaw, NY 14569 ♦ PH: (585) 786-3764 ♦ jpierce@wycoida.org

August 23, 2022

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

On behalf of the Board of Directors of the Wyoming County Business Center, Inc. (WCBC), I strongly support the Village of Perry's application for the Downtown Revitalization Initiative (DRI). The project's that have been proposed will build upon Downtown Perry's successful revitalization efforts and strengthen the Village's economy and quality of life if funding can be secured.

The WCBC, a local development corporation, has a long history of supporting economic development projects in the Village of Perry with our very successful entrepreneurship development program known as FastTrac and our attractive financing for small businesses including new business startups. There are many exciting projects that are being proposed in the Village of Perry's DRI application that, if funding is awarded, would match up nicely with some of our small business assistance programs, including our two newest programs our Business Mentorship and Business Accelerator programs. Both programs fill a huge void of technical assistance that is needed to help small existing businesses get to that next stage of growth. If DRI funding is secured, the WCBC looks forward to bringing our resources to the transformational projects that have been identified for Downtown Perry.

The WCBC is very supportive of this DRI project application and encourages NYS Empire State Development to please give it strong consideration to help bring new residents, businesses, visitors and tax revenue to the Village of Perry.

Sincerely,

James Pierce
President

BOARD OF DIRECTORS

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Apple Tree HR Consulting

Hans Kunze, Vice Chairman
Hans' Bird Feeder &
Greenhouse

Nicole White, Treasurer
FreedMaxick, CPA'S

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Lisa Seewaldt
Ash-Lin's Elegant Rose

Angela Wiseman
Koike Aronson, Inc.

**Wyoming County Chamber
of Commerce, Inc. &
Tourism Promotion Agency**
Ag & Business Center
36 Center Street, Suite A
Warsaw, NY 14569
Phone: (585) 786-0307
Fax: (585) 786-0009

**WyCoChamber.org
GoWyCo.com**



September 20, 2022

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Mayor Hauser:

I am pleased to write in support of the Village of Perry's application for a \$10 million Downtown Revitalization Initiative (DRI) grant that will provide funding to build upon Downtown Perry's successful revitalization efforts and strengthen the Village's economy and quality of life. I have reviewed the scope of work and the number of development projects proposed, and strongly support the application.

Through hard work, determination, and planning, downtown Perry has become the bustling center of a compact, walkable community, and a recreation destination for many of Letchworth State Park's 800,000 annual visitors. Silver Lake and Letchworth are also linked by a well-appointed trail, passing through downtown, where new housing, hospitality, and public amenities abound. The Village has also cultivated a diverse community of downtown residents, creative professionals, and seasonal visitors who choose to visit the Village's restored historic buildings to enjoy a variety of culinary experiences and retail businesses, rich arts and culture offerings, and a year-round schedule of signature events.

There are many projects being proposed in this year's DRI application that show promising development in the Main Street District, which will enhance the exceptional core of small businesses that have gained the attention of business professionals and entrepreneurs that are making the Village their home. This revived energy and investment has led to increased visitation to Perry's downtown from well-recognized tourism attractions like Letchworth State Park and Silver Lake. The Village is fast becoming a regional focal point and destination, which has benefitted the residents and provided even more reason to visit our beautiful area of New York State.

The NYS DRI program would provide the critical "next stage" funding for a host of transformational commercial, mixed-use, residential, and public improvement projects that would propel future long-term revitalization to benefit current and future residents, businesses, and visitors to Perry and the greater area.

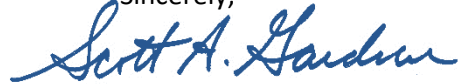
The Village of Perry has an outstanding track record with grant stewardship and management from past projects, and they certainly have the capacity to accomplish a project of this size and scale. With nearly 1 million visitors to our area every year, collectively we are poised to reap the economic and social benefits of a revitalized and thriving downtown Perry. The DRI program is the catalyst that will accelerate the work currently being done and set the stage for a bright future for the Village of Perry and the greater community in Wyoming County.

Continued

The Wyoming County Chamber of Commerce and Tourism Promotion Agency is very supportive of the Village of Perry's DRI project application and encourages NYS Empire State Development to give it the strongest consideration.

We look forward to working closely with you on this project should the Village of Perry be awarded this outstanding opportunity.

Sincerely,

A handwritten signature in blue ink that reads "Scott A. Gardner". The signature is fluid and cursive, with the first name "Scott" being the most prominent part.

SCOTT A. GARDNER
PRESIDENT & CEO

**OFFICE OF THE BOARD
OF SUPERVISORS**

Government Center
143 N. Main Street
Warsaw, NY 14569



Rebecca J. Ryan
Chairwoman of the Board

Phone 585-786-8800
Fax 585-786-8802

September 22, 2022

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, New York 14530

Re: Village of Perry Downtown Revitalization Initiative (DRI) Grant

Dear Mayor Hauser:

As the Chairwoman of the Wyoming County Board of Supervisors, I am pleased to express support for the Village of Perry's application for a \$10 million Downtown Revitalization Initiative (DRI) grant.

I believe this funding will assist greatly in building upon the success of the revitalization efforts that have already taken place in the Main Street corridor of the Village of Perry. Ongoing revitalization efforts will only help to improve the Village's economy and quality of life. Current and future businesses along Main Street are a key ingredient to helping not only the Village, but also the County and State to rebuild from the effects of the COVID-19 pandemic.

Downtown Perry is a compact, charming and walkable place situated perfectly between Letchworth State Park and Silver Lake in Wyoming County attracting many visitors annually. The diversity of the downtown community, creative professionals and seasonal visitors enjoy historic buildings, culinary experiences, arts and culture offerings and signature events year-round.

The proposed projects in the application promise exciting new development for the Main Street corridor, thereby enriching the lives of current and future residents, businesses and visitors to Perry and Wyoming County.

Please accept this letter of support for the Village of Perry and their application to the Downtown Revitalization Initiative (DRI) grant program and sincerely hope New York State Empire Development will give it the upmost consideration.

Should you have any questions, do not hesitate to contact me at chairman@wyomingco.com.

Respectfully yours,

Rebecca J. Ryan, Chairwoman
Wyoming County Board of Supervisors

THE SENATE
STATE OF NEW YORK
SENATOR PATRICK M. GALLIVAN
59TH DISTRICT

September 20, 2022

Mr. Vinnie Esposito
Regional Director, Finger Lakes
NYS Empire State Development
400 Andrews Street - Suite 300
Rochester, NY 14604

Re: Village of Perry - DRI | NY Forward Grant Application

Dear Mr. Esposito:


I am pleased to support the Village of Perry's application for a \$10M Downtown Revitalization Initiative (DRI) grant that will provide funding to build upon Downtown Perry's successful revitalization efforts and strengthen the Village's economy and quality of life.

Downtown Perry is the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth's 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound.

If approved, DRI improvements will increase tourism spending downtown; attract new residents, businesses and visitors; increase the number of jobs, residents and tax revenue and improve quality of life.

Thank you for your consideration. Feel free to contact my District Office, should you need anything further.

Sincerely,



Patrick M. Gallivan
Senator - 59th District

CHRIS JACOBS
27TH DISTRICT, NEW YORK

COMMITTEE ON AGRICULTURE

COMMITTEE ON BUDGET



Congress of the United States
House of Representatives
Washington, DC 20515-3227

September 21, 2022

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Re: Village of Perry Downtown Revitalization Initiative Grant Application

Dear Mayor Hauser,

I am pleased to write to you today to express support for the Village of Perry and its application to New York State's 2022 Downtown Revitalization Initiative (DRI) and New York Forward grants. The Village of Perry's downtown area has seen success in revitalization efforts over the past few years and is becoming a vibrant place to live in the Congressional District I represent. It is my hope the village will use the funding from the DRI and New York Forward grants to accelerate this revitalization, benefiting its residents and businesses for many years to come.

Downtown areas are tremendously important in towns and villages throughout Wyoming County, and all the NY27 Congressional District. As our economy continues to recover from the COVID-19 pandemic, it is imperative to attract residents and visitors to our local businesses. The Village of Perry's plans to use the DRI and New York Forward grant funding to fund the transformation of commercial, mixed use, residential and public improvement projects throughout the downtown area will do just that.

The Village of Perry recognizes the need to create a community for people to live, work, relocate, and grow in, and the renewal of the downtown area is an extremely important goal for all those involved. I know that there is a tremendous amount of local support for this project. I encourage the Village of Perry's efforts.

For these reasons and in accordance with all applicable rules, please accept this letter of support for the Village of Perry and their applications for the Downtown Revitalization Initiative and New York Forward grants. Should you have any questions, please contact my District office at 716-634-2324.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Jacobs".

CHRIS JACOBS
Member of Congress

WASHINGTON OFFICE
214 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
PHONE: (202) 225-5265

CLARENCE OFFICE
8203 MAIN STREET
SUITE 2
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GENESEO OFFICE
128 MAIN STREET
GENESEO, NY 14454
PHONE: (585) 519-4002

public comments

Multiple public outreach events were held to share information on the downtown revitalization opportunity presented by DRI & NY Forward and get feedback from the public. Participants were asked to review all the potential projects on boards and place post-it notes with comments on the boards. All the projects were enthusiastically supported.

1. RENOVATE THE PERRY ACADEMY ON LEICESTER

"Get a beautiful building full so much potential."
"Such an important building to the history and fabric of Perry."
"Great project. Need to use this building."
"Grew up in this building. Great to see part brought back to life."
"Just saw John Kucko's coverage of this!"
"Amazing job so far—more to come!"

2. REPURPOSE THE RICH PLAN BUILDING

"Love."
"Building needs to be repurposed."
"Great transformation of an ugly building."
"Yup 8 out of 10."
"Would be a significant improvement to downtown. Plus bring more residents downtown."
"Love this project. Key location, long dormant building. That needs to be developed."
"Great improvement to this area."
"Good idea!"
"Expand housing & parking near downtown."

3. EXTEND SILVER LAKE TRAIL

"Love this."
"Can't wait to see this come to life."
"Walking is my daily exercise and this will be incredible."
"It will be amazing to be able to bike from the beach to downtown and then out on the other side this way."

4. RESTORE THE ASSEMBLY HALL

"Need to update all rooms to have better usage."
"Great rooms upstairs. Good usage, finish the project elevator, etc."
"Creating a better board room and public meeting space."
"Will be great to have the second floor back in use."
"Handicapped accessible public gathering location is a must! Love this project!"

5. RENEW JW OLIN BLOCK

"Love this project!"
"This are greatly needs this renovation."
"Excellent idea. Covington St is up and coming and this addition will complete the block."
"Much needed, currently ugly."

"Good to see Covington come alive."
"Great idea needed to improve the street."
"Let's fix the blight! Laundromat! Travers Place! Agway!"
"More of these types of projects. Facelifts improve the likability of a town which attracts more people which attracts increase residence."

6. REIMAGINE WALKLEY FARM EQUIPMENT BUILDING

"Good Use of Underdeveloped property."
"Love."
"Good Idea."
"Great use of well-built historic bldg. in town."
"Parking might be an issue. Weird curve on the street, unsafe to have cars backing out to the street?"
"Expand housing & parking near downtown."
"Be mindful of use, parking, and screening

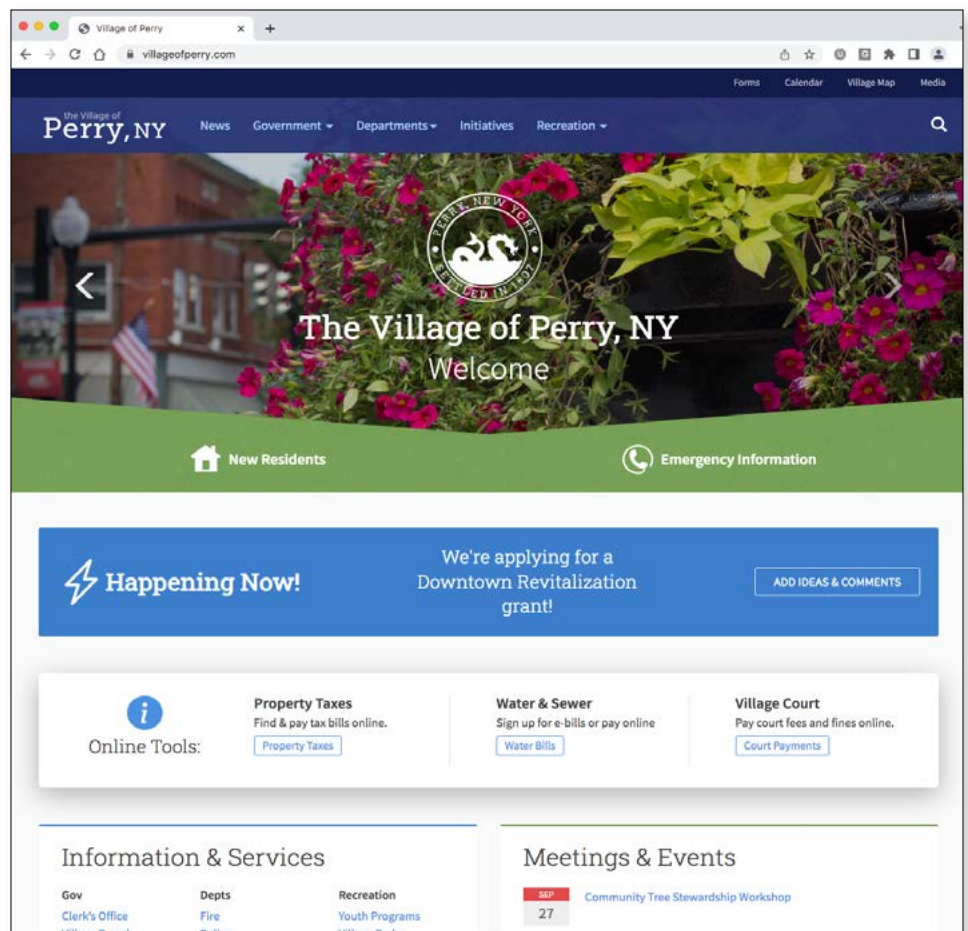
for neighbors."
"Very much needed—go for it!!!"

7. CONVERT 1856 RUFUS SMITH BUILDING'S UPPER FLOORS

"Love! Building is ideal and center of downtown!"
"Downtown housing is needed."
"OK."
"5 out of 5. Creating a lot of apartment housing w/o having a place to have kids to go out and play outside. Pushing them to hang out on the streets!"
"Perry needs apartments!"

8. BUILD VILLAGE TRAIL APARTMENTS, TEMPEST STREET

"A nice location for housing."
"I like it 6 out of 10."
"10 out of 10."



public comments

"Would be great to see 100% new modern housing continuation."

"We need housing BADLY in Wyoming County."

"Conversion opportunities to transition to supportive senior housing is so important!"

9. PROVIDE ACCESSIBILITY AT THE LIBRARY

"Stowell-Wiles is worthy of promotion as an art Asset!"

"The Library is an important Village asset and needs to be accessible to all."

"Essential to improve access to children's area."

"Great project need better accessibility."

"Another plus for local arts and tech ed."

"This building needs exactly this! Accessibility! Visibility! Easy Access! Yes!"

"Perry can expand its library capacity to match Castile! Now it just needs a cute modern addition!"

"Particularly in these times, public access to information is critical. Elevator access to the Perry Public Library is long overdue."

10. CREATE LETCHWORTH BASE CAMP DOWNTOWN

"This building needs to be developed! Great use!"

"I like 10 out of 10."

"Great... it's time!"

"This is a needed addition to keep attracting active visitors to downtown."

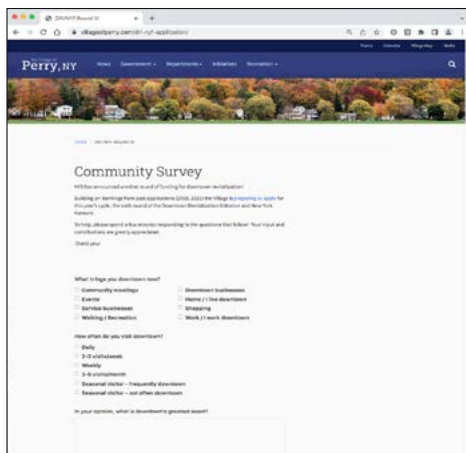
"Needs development."

"A main street presence for Letchworth is exciting! And on the trail!"

11. HOTEL COMMODORE

"Hotel rooms with small restaurant to feed the visitors."

"Great project for downtown development."



"Hotel rooms would be great."

"Village needs hotel rooms—this would be great."

"Yes 10 out of 10."

"Love. More hotel rooms!"

"Very well built, needs some TLC, built in 1925, great brick and Cornish? Work."

"Growing up my parents worked there."

Nice dining room, lounge area, building is in good condition."

"I bought my first bike here with \$5 a week allowance. 1st floor retail should come back!"

"This building NEEDS help so it is a better fit for our community. Right now it isn't safe for kids to pass by."

12. SAVE HISTORIC AGWAY VIA ADAPTIVE REUSE

"W/O a grant this stays a mess. Grant makes it happen."

"This is an important historic building and has a lot of potential."

"Love it."

"I like it 8 out of 10."

"Great re-use of a large eyesore."

"Love this."

"Great housing w/options for the tenants to be able to explore."

"This could be very good, specially now with all the connectivity improvements happening in this area."

"Proximity to the SLO Trail = more economic development"

"My favorite (#1) proposal."

"Very exciting idea for an historic building!"

13. TRANSFORM VACANT LOT INTO 'THINFILL'

"Good to use empty lot for housing."

"This type of housing would add housing variety."

"Unique infill project to develop a long empty lot."

"I like this use of empty space. Townhouses give an alternative to apartments."

"Would like to see more downtown housing and all the walkability that takes possible! Looks great!"

"5 new units = bigger tax base."

14. EXPAND THE PARK-LAKE MOTEL

"Motel."

"Would be nice to have the address on the main Street reinstated."

"Need motel rooms in Perry."

"More motel rooms are needed in Perry."

"Cute infill that respects historic forms of long lost buildings."

PROJECTS WE MISSED?

"Center Street."

"Housing and preservation."

"NPS/NHS."

"Cultural Resource Survey."

"No missing curb cuts by 2025."

"A proper community garden."

"North Center Street sidewalks & crossing."

"Connectivity & walkability & accessibility to Perry Marketplace."

OTHER COMMENTS

"We are long time users of the Silver Lake Outlet Trail. Can it extent to connect to the Silver Lake Village?"

"Murals for Downtown and the Beach pavilion."

"We love the trail."